

MODERN PACKAGING

SEPTEMBER, 1931



WHAT THE WORLD'S LARGEST MANUFACTURER OF MATZOS THINKS OF THE CONSTANT MOTION CARTONER



R.A. Jones & Co.,
Cincinnati, Ohio.

August 7, 1931

Gentlemen:

Our Constant Motion Cartoner pleases us very much.

It is simple in construction. All parts are accessible. It does good work at any speed.

Our experience with it has convinced us that it is much better than the old intermittent type of Cartoner. There is no comparison, in fact.

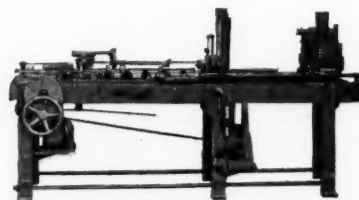
The Jones Constant Motion Cartoner we believe will satisfy the current demand for high speed production, in its line of work.

Very truly yours,
THE B. MANISCHEWITZ CO.

Jos. F. Reis
CHIEF ENG.

When you are in need of packaging machinery let us show you a Constant Motion Cartoner in operation.

There is one near you.



"The Constant Motion Cartoner is much better than the old intermittent type of Cartoner. There is no comparison, in fact."

We are building a second machine for the B. Manischewitz Co.

R. A. JONES & COMPANY, INC.

P. O. BOX 485,
CINCINNATI, OHIO



Increasing Volume

MOST of us can remember when the family food-supply was limited to the things "in season" grown around the town in which we lived. Small loads of fresh food traveled the distance the farmer could cover between sun-up and market time. Sales were practically limited to staples.

Proper Packaging has changed all this. Now fresh foods of all kinds can be transported far and fast---offering wide variety and tremendously increasing the scope and sale of merchandise.

KVP FOOD PROTECTION PAPERS

have played an important part in this increase of volume and made possible a greater variety of perishable foods.

They give the product that protection which is so essential to the good looks and appetizing appearance when it reaches the consumer.

A special service is maintained for the benefit of all manufacturers, growers and shippers of foods---a fully equipped Research Laboratory is awaiting the privilege of working out your problems free of charge.

Just a line will bring complete details and information.

Kalamazoo Vegetable Parchment Company

KALAMAZOO

MICHIGAN

Manufacturing World-Famous Food-Protection Papers

MODERN PACKAGING

September, 1931 — Feb. 1932 VOL. 5—NO. 1

For the Service of Those Industries
Where Packaging Is a Factor.

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The article appearing on pages 42 and 43 of this issue takes you into the studio of the package designer and gives you an insight into the ramified processes through which a new creation is subjected before its final appearance in the retail shops. Written in a conversational vein, you will enjoy this contribution to this month's issue.

Our special correspondent, Waldon Fawcett, contributes another interesting article, beginning on page 52, on the ever-expanding area in which modern packaging is finding a foothold. This feature holds a special interest inasmuch as the field referred to in Mr. Fawcett's article is of so large a scope, the spoils to the suppliers of package materials will be considerably augmented.

Through the courtesy of the Reid, Murdoch Company, Chicago, we are able to show on the front cover of this issue an interesting group of packaged products.

A375052

CHARLES A. BRESKIN—General Manager. **D. E. A. CHARLTON**—Editor. **LAWRENCE LEY**—Advertising Manager. **ANN DI PACE**—Assistant Editor. **EARL I. CARMODY**—Western Manager. **E. R. GORDON**—Production Manager. **MARTHA B. HOUSTON**—Sales Promotion. **EDWIN L. LEY**—Art Director. **PERRY H. BACKSTROM**—Eastern Manager.

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(U. S. PATENTS APPLIED FOR)

NYMPHRAP EXTRA (moisture-proof transparent cellulose paper) can be tightly self-sealed with heat avoiding the use of adhesives or solvents. Extremely high temperature is not required.

Wrapping and sealing on rapid automatic machines are simplified by this quick self-sealing. Hand wrapping and sealing can also be done without the usual disagreeable features of handling adhesives.



This self-sealing with heat, plus its moisture-proofness and its clean transparency, makes **NYMPHRAP EXTRA** the ideal wrapper for all food products.

Our technical staff will gladly cooperate on your packaging problems.

SYLVANIA INDUSTRIAL CORPORATION

122 E. 42nd ST., NEW YORK CITY

WORKS, FREDERICKSBURG, VA.

SEPTEMBER, 1931

3

Each of these products represents a new package design to which Redington Engineers have contributed materially. Information regarding these improvements will be gladly supplied in detail upon request.



*New Package Design
... a potent factor for*

Business Leadership

*"If It's Packaging,
Try Redington First"*



F. B. REDINGTON CO., Est. 1897
110-112 So. Sangamon St.
CHICAGO, ILL.

Today the rewards of business leadership are going to those manufacturers who refuse to wait "until conditions pick up." They know improvement will come only as they improve their own product and service.

One of the most potent factors is new package design. Consider such nationally known packaged products as Packer's Shampoo, Junket or Sal Hepatica, leaders in their respective fields. In every case one or more of the following improvements has been effected, with the aid of the Redington Engineers and Redington Packaging Machines:

The package has been dressed up, design modernized, Cellophane wrapped or a new seal developed. Or, again, customer convenience, better protection for moisture content, flavor and odor. Packaging methods have been improved, too—higher speeds, greater reliability, hand labor eliminated, increased output per square foot of space.

Redington Engineers may have valuable suggestions for you, too. Send us a sample of your product and give us an idea of what changes you have in mind.

REDINGTON PACKAGING MACHINES

Economical for Cartoning — Packaging — Labeling — Wrapping

The Ideal Paper To Express Designs

Here is an example of Artcote gold paper adapted to handsome boxes for famous pens and pencils. The Doric design, a symbol of culture and an artistic civilization, has been most effectively reproduced by the packager on Artcote.

No matter how outstanding your design, you can impress its full beauty only on fine paper. Feel the smooth, rich surface of Artcote — watch its luxurious sheen as you hold it to the light. Here is the covering paper that makes consumer acceptance automatic. Artcote gold and silver papers will establish a new salability for your product. There are weights and grades to suit every purpose.

Manufactured by

ARTCOTE PAPERS
INC.
IRVINGTON, N. J.



This is a specimen of **ARTCOTE** #3360 Gold Paper Printed on a Kelly
Press. International Printing Ink Corporation Black #E D—4391 used.

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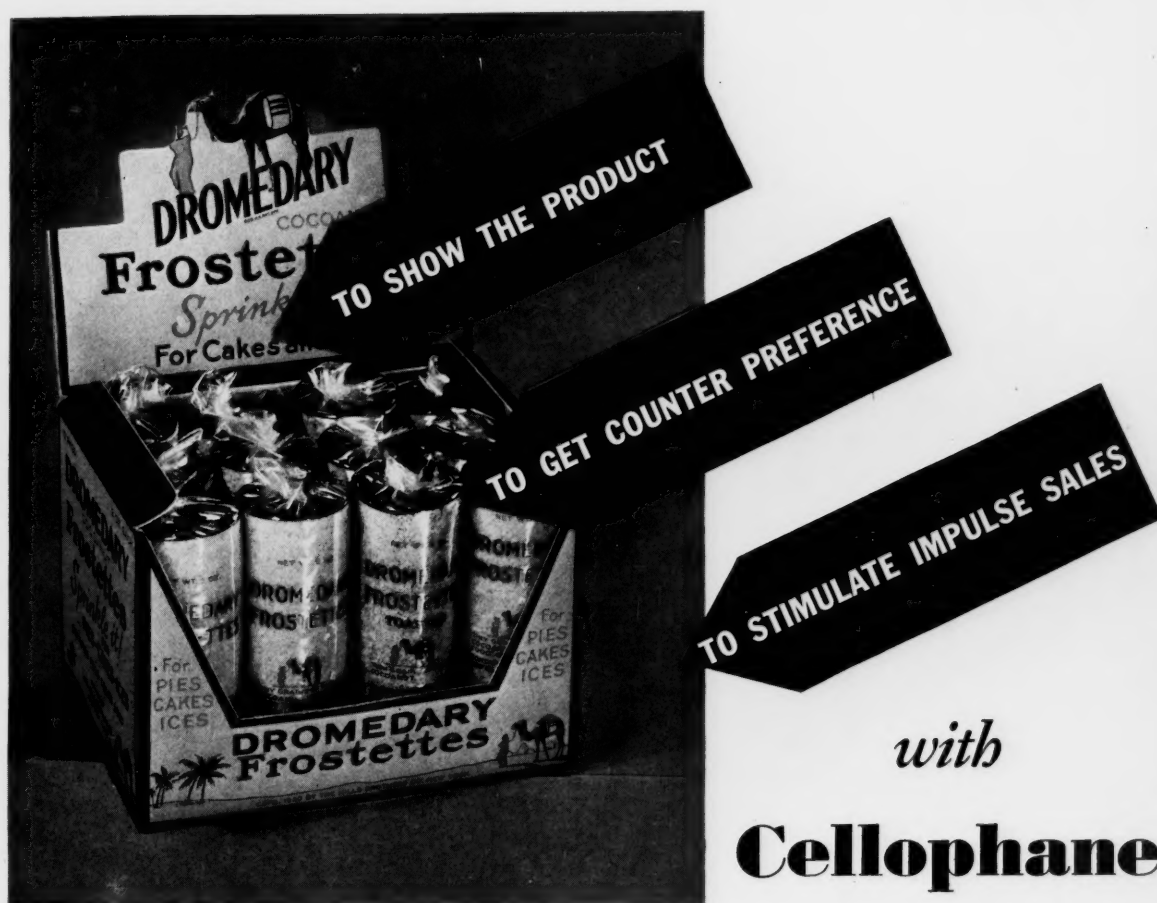
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HERE'S THE MODERN WAY—



A SPLENDID EXAMPLE of modern type food package using transparent Cellophane. Frostettes made by The Hills Brothers Company, New York City.

MODERN PACKAGING must follow modern buying desires and habits. Notice how The Hills Brothers Company packages its Frostettes to meet this trend.

Here is a splendid example of the right way to show the product and its color, to make up a small, compact unit for the retailer to keep out front on his counter, and to encourage the customer to inspect and to buy the merchandise.

The combination of the transparent, protective

Cellophane and a practical, serviceable counter display has played an important part in the success of this product.

Perhaps you are interested in a product which needs an extra push across the counter. Cellophane can help your product as it has many others. Our Package Development Department will be glad to give you the benefit of their experience.

Du Pont Cellophane Co.,
Inc., Empire State Building,
New York City.



Cellophane

Cellophane is the registered trademark of the Du Pont Cellophane Co., Inc., to designate its transparent cellulose sheeting



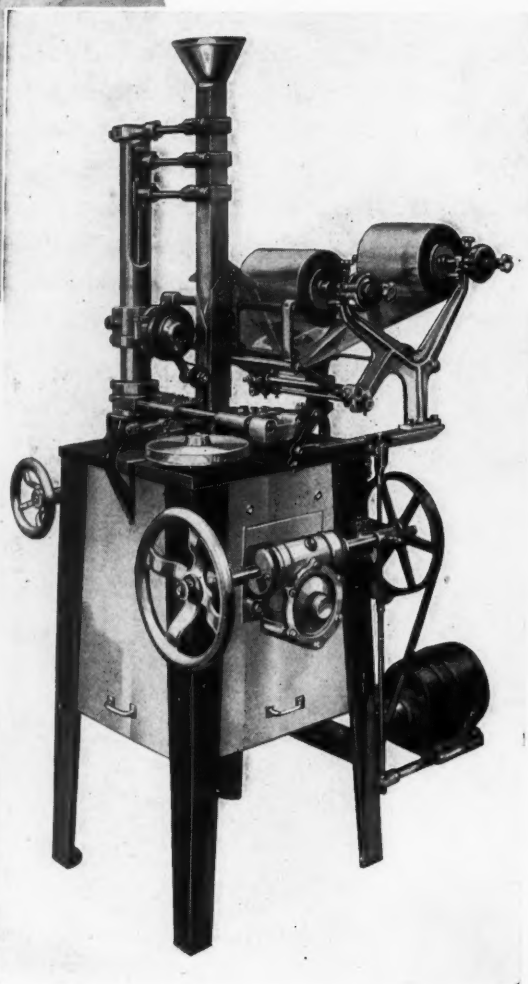
ONE GIRL

AND THIS MACHINE

CAN PRODUCE

14,000 PACKAGES PER DAY

Action Entirely Automatic

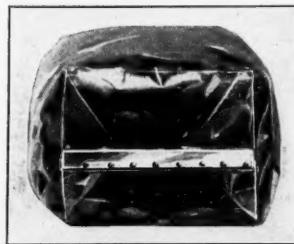


For speed, economy and simplicity of operation, this Automat Packaging Machine has no equal. One girl can easily operate a battery of machines and produce more than 14,000 packages in 8 hours from each machine. Will successfully package any free or semi-free flowing product such as Candy, Nuts, Cereal, Coffee, Dried Fruits or Vegetables, or any similar commodity.

Low power costs plus speed with efficiency effect great savings as compared with hand wrapping methods.

Formed, Filled and Sealed in One Continuous Operation

This machine uses Cellophane or other wrapping material. Feeds automatically. The product to be packaged is taken in at the hopper and drops into the tube of wrapping material while the bottom seal is being formed and is supported by sealing mechanism which prevents strain or injury to the wrapping material. Each end of the package is sealed with a non-corrosive metal sealing strip which is automatically fed in and formed from a roll. Length of package instantly adjustable.



Flat end fold with metal seal is exclusive Automat feature.

An outstanding feature of this machine is the patented method of closing ends of package automatically at high speed, producing flat, airtight and moisture-proof seal.

This machine requires floor space of only 46" x 36". Uses $\frac{1}{2}$ H.P. Motor and can be operated from light socket.

Write us about this machine. There is no obligation.



THE AUTOMAT MOLDING & FOLDING CO.

New York Office
43 Murray St.

Toledo, Ohio

Los Angeles Office
306 Calo Building

THE LURE OF COLOR



in a package liner that combines
BEAUTY and UTILITY

IN Billowpak, Art Directors and Package Designers are finding new inspiration for package liners that enhance the beauty of products and protect them from damage. Note Billowpak's remarkable resistance to crushing—its surprising "come back" after release of pressure. It adds rich color harmony or contrast. Can be furnished die-cut and scored, with various types of paper backing.

WINDOW DISPLAYS, Too.

This unusual, beautiful material is fast coming into wide use for window displays. Use it to tie up with the product package—for back-

grounds, panels, columns and pedestals. It can carry a printed message and silhouette illustration printed on the back with the silk screen process, with a flasher behind to make it translucent.

Available in Rainbow design, as above, in practically any solid color you wish; or with gold and silver foil facing. The cost is extremely moderate.

Samples and full information on request.

BILLOW PAK
REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES

CREPE WADDING

Kimberly-Clark Corporation, Mfrs., Neenah, Wis.

Address nearest sales office at MP-9

8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City

Send samples of Billowpak and costs for — window displays — package liners. Colors —

Firm Name.....

Attention of.....

Address.....

City.....State.....

THIS IS ONLY ONE OF HUNDREDS OF BOXES, TRAYS, JARS, DISHES AND OTHER MODERN PACKAGES NOW MADE OF DUREZ

MOST PEOPLE in the toiletry and pharmaceutical business know that Durez is used for ninety-five per cent of all molded closures! But they may not know that the perfect molding compound is daily transformed into an amazing variety of dishes, trays, boxes, jars and other modern packages!

All styles, all sizes

A hard, durable, lustrous material after molding, Durez is now extensively employed for lunch boxes, cake and candy boxes, bridge cases, cigarette boxes and watch cases. It has a place in the manufacture of jars for facial creams, powder boxes, display cases of various styles and shapes, jewel cases, safety razor containers, humidors, sewing sets, cups, dishes, serving trays and many similar articles.

Packages and closures made of Durez are strong, yet light. Acids and moisture do not affect them. Heat will not harm them. Each piece has a beautiful, natural surface that does not vary in texture or quality. A wide range of attractive colors—reds, greens, blues, orange, black, yellow and six exclusive pastel shades—affords splendid opportunity for display.

People you know

Scarcely any famous name in the industry is absent from the long list of Durez closure users. Squibb, Packer, Palmolive, United Drug, Krank, Hudson, Woodbury, Jergens, J. B. Williams, Dr. West, Johnson & Johnson, Astring-o-sol, Listerine, Colgate-Peet, Dorothy Gray—scores of concerns can be added. Many of

these same people are among the most enthusiastic users of Durez for packages!

Write for information

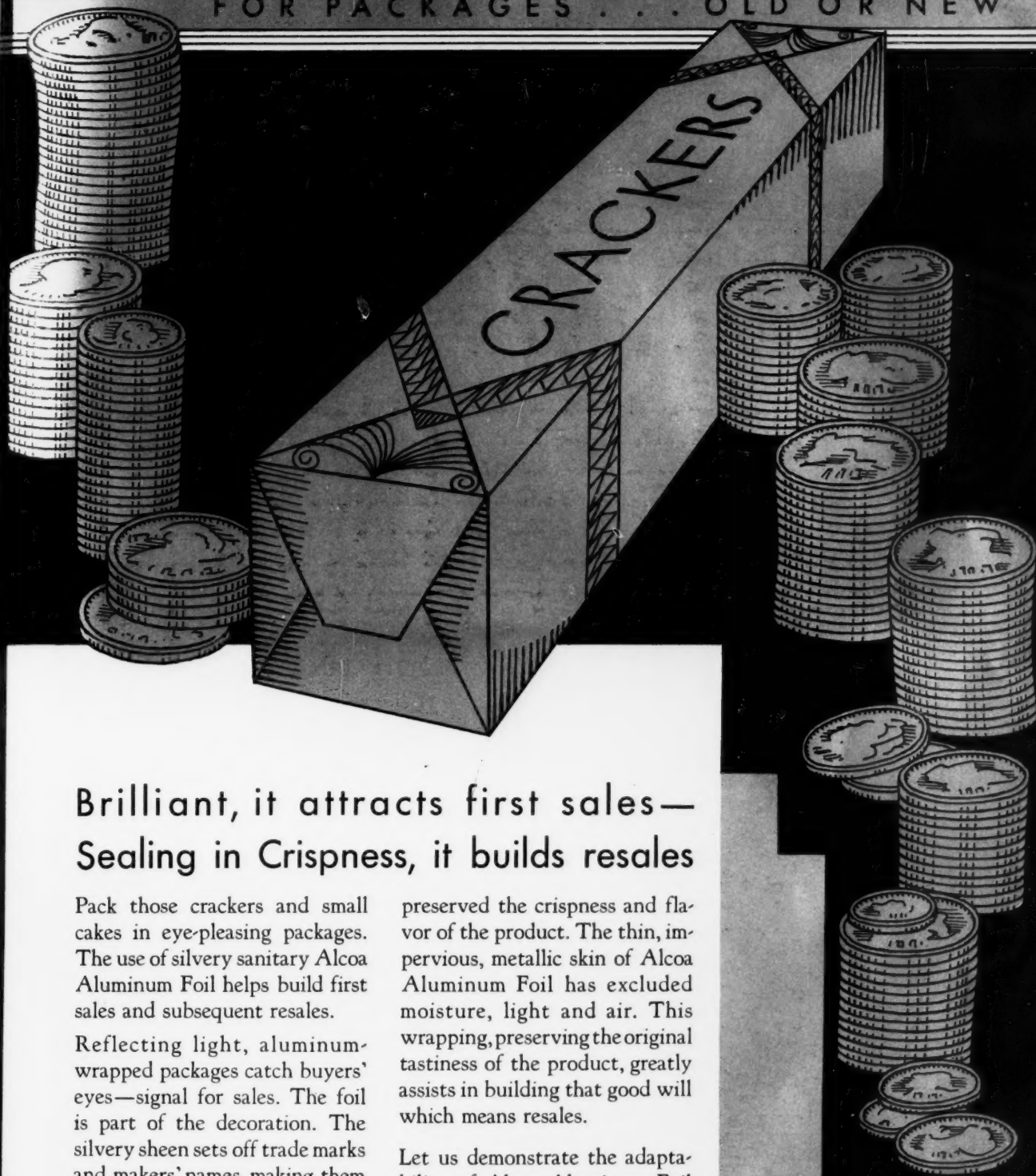
We shall be glad to tell you more about Durez, and about its varied uses for capping and packaging. And we shall mail you each month, without charge, a copy of the brief, newsy little bulletin, "Closure News." For information, as well as "Closure News," write to General Plastics, Inc., 91 Walck Road, North Tonawanda, N. Y. Also New York, Chicago, San Francisco and Los Angeles.



THE MAKERS OF DUREZ ARE ALSO THE MAKERS OF DUREZ INSULATING VARNISHES AND LABEL CEMENT



FOR PACKAGES . . . OLD OR NEW



Brilliant, it attracts first sales— Sealing in Crispness, it builds resales

Pack those crackers and small cakes in eye-pleasing packages. The use of silvery sanitary Alcoa Aluminum Foil helps build first sales and subsequent resales.

Reflecting light, aluminum-wrapped packages catch buyers' eyes—signal for sales. The foil is part of the decoration. The silvery sheen sets off trade marks and makers' names, making them stand out with new prominence.

When the package is opened, it is found that Aluminum Foil has

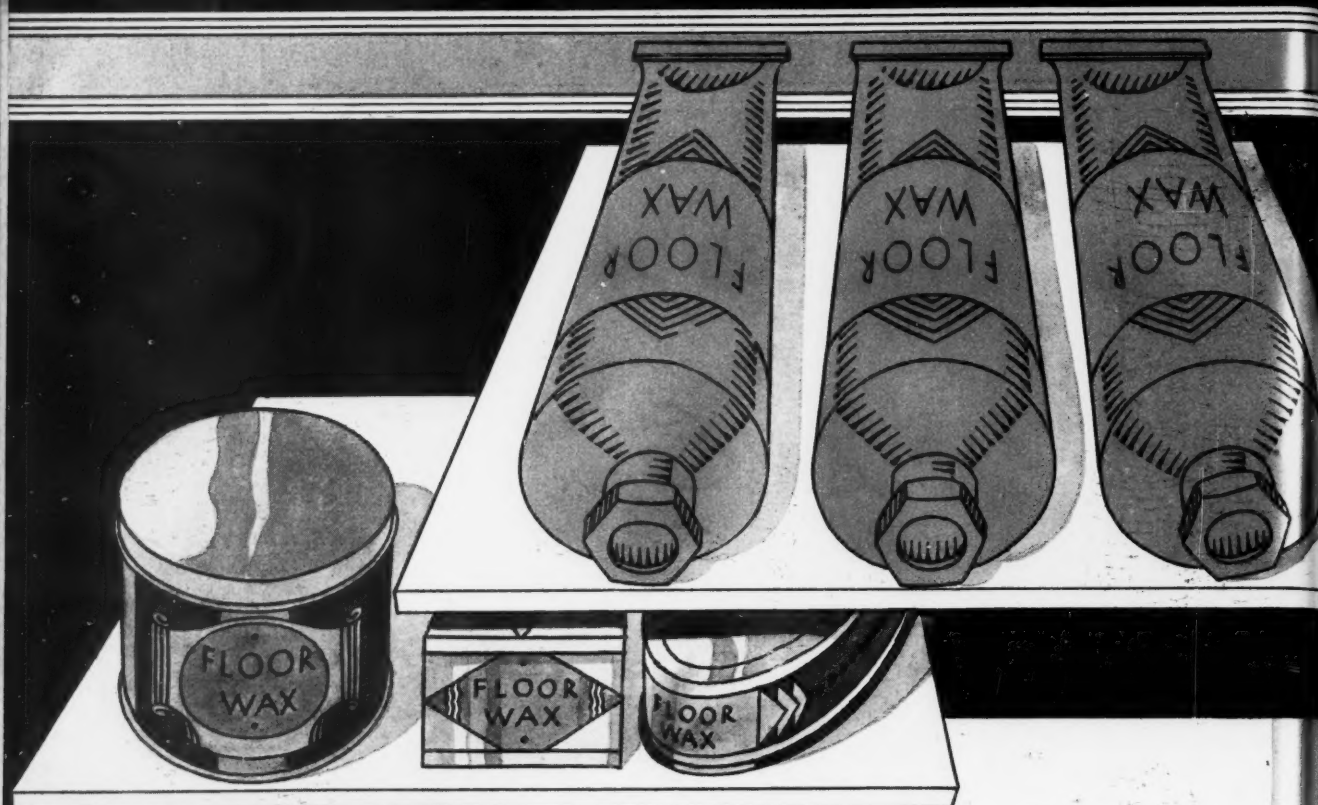
preserved the crispness and flavor of the product. The thin, impervious, metallic skin of Alcoa Aluminum Foil has excluded moisture, light and air. This wrapping, preserving the original tastiness of the product, greatly assists in building that good will which means resales.

Let us demonstrate the adaptability of Alcoa Aluminum Foil to *your* production. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNA.

ALCOA ALUMINUM

ROLLED INTO FOIL





Put Floor Wax on a New Sales Plane with this Bright, Easy-to-Use Tube

For polishing floors, furniture, linoleum and so on, Floor Wax in Collapsible Tubes of Alcoa Aluminum would be a convenience and would preserve the wax in its original consistency. These tubes offer to consumers a splendid combination of convenience and economy that builds resales.

Filling machines handle Collapsible Tubes of Alcoa Aluminum at maximum speed. They stand up straight and firm, in many cases closing without the need of clips. Light in weight, these tubes contribute to savings in cartoning,

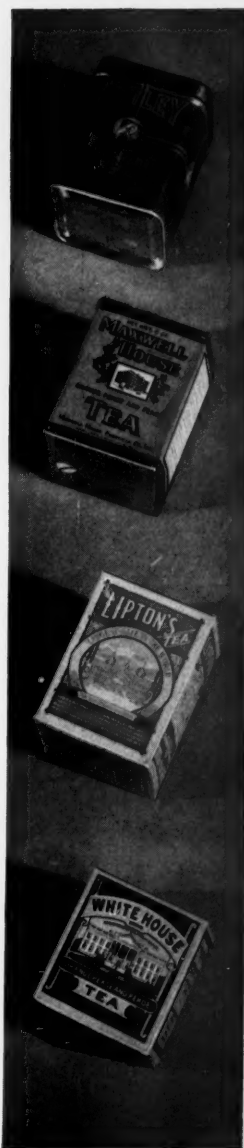
in handling and in transporting.

Collapsible Tubes of Alcoa Aluminum have a sparkle that commands consumers' attention. Age scarcely dims aluminum's brilliance, so the use of these Alcoa Aluminum Tubes offers wide possibilities in the designing of decorations combining sparkling metal with printing, embossing or lithographing.

Why not let us make an appointment with you to discuss your packaging? ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PA.



COLLAPSIBLE TUBES OF ALCOA ALUMINUM



There's a story in TEA of packaging leadership

A rusty scale in the hands of a Singhalese gives the measure of his day's pick and pay. Accurate enough for the producer of tea who ships in bulk to American tea packers.

But when they in turn must break the bulk down into millions of packages with a slender margin of profit in each, accurate measure and weight takes on a tremendously new importance.

That slender margin must be protected with the best of mechanical accuracy. And in the plants of America's largest tea producers the "best of mechanical accuracy" is maintained by the use of Pneumatic Scale Packaging Machines. In every industry, where packaging costs often mean the difference between a profit and a loss, Pneumatic Machines are the most widely used packaging method.

If you are facing the problem of reducing packaging costs, it will pay you to investigate the reasons for Pneumatic's leadership in the field of packaging machinery. An interesting booklet that gives the facts in brief, concise form will be sent on request. Write for "An Interview." Address: Pneumatic Scale Corporation, Ltd., 71 Newport Ave., Norfolk Downs, Mass.

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers
—Lining Machines—Weighing
Machines (Net and Gross)—Top
Sealers — Wrapping Machines
(Tight and Wax)—Capping Ma-
chines — Labeling Machines —
Vacuum Filling Machines (for
liquids or semi-liquids) — Auto-
matic Capping Machines—Auto-
matic Cap Feeding Machines —
Tea Ball Machines

PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.

Branch Offices in New York, 26 Cortlandt St.; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 9 Whitehall, London, England.

CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
CARTON
COMPANY**

4411 Ogden
Avenue
Chicago, Ill.

Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons





No. F-601

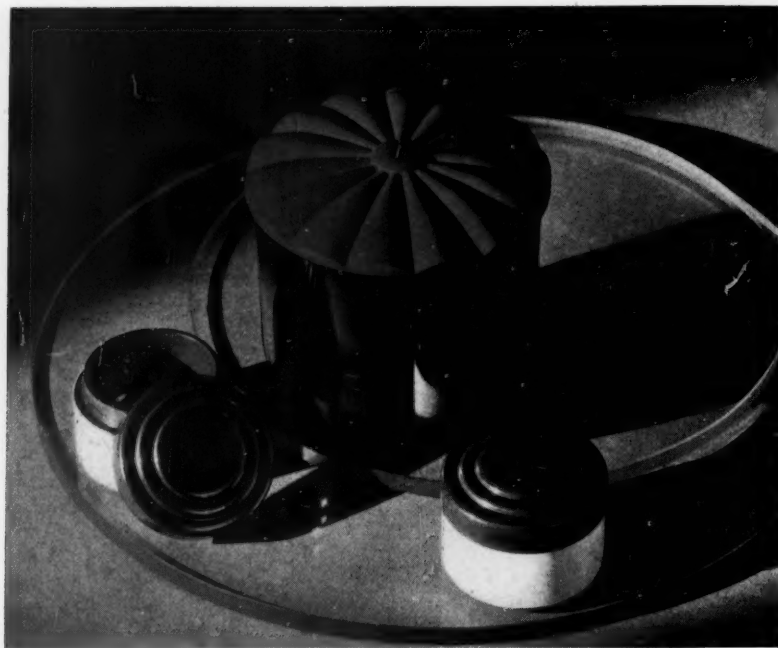
ONE of the many exclusive English Cover Papers created with the thought of dressing your package attractively and increasing the sales of your commodity.

Have you our complete set of sample books?

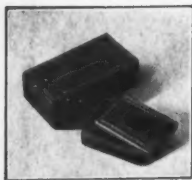
WHITING-PATTERSON-SUPPLE CO., Inc.
386 Fourth Avenue, New York

L. P. Cheever, Boston, Mass. Springfield Glazed Paper Co., Chicago
 Walter J. Willoughby, Inc., San Francisco, Cal.
 The John Leslie Paper Co., Minneapolis, Minn. Paper Sales Ltd., Toronto, Canada
 Blake, Moffitt & Towne, Los Angeles, Cal.
 Carter, Rice & Carpenter Paper Co., Denver, Col.
 Whiting-Patterson Co., Inc., Philadelphia, Pa.





Large or small—plain or fancy *these containers attract buyers*



Whether your product is sold by the pound or by the ounce, the container will either help or hinder sales. For some goods a container of strength and simplicity is most practical and appealing, for others, dainty colors and graceful form. In either case the container must effectively seal and protect the contents. Bakelite Molded is admirably suited to all of these requirements. It may be formed into a wide variety of shapes and sizes, it possesses unusual beauty of color and finish, it

provides a thorough seal, and it will not spoil or discolor the contents. Containers made of this lustrous, colorful material are winning and holding customers for a wide variety of worthy products.

We would like you to see the many different styles and sizes of Bakelite Molded containers now being used by other manufacturers, and will gladly cooperate with you in developing containers of original design for your own use. Write us for full information.



BAKELITE CORPORATION

247 Park Avenue, New York, N.Y. Chicago Office: 635 W. 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont.

BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the



numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

UNION

TRANS-PAK

UNION

TRANS-O-FACE

"Give Your Product a Chance to sell itself"

OXFORD

REG. TRADE MARK

Guaranteed DRESS SHIELDS

Washable-Waterproof
ONE PAIR
MADE IN U.S.A.



TO ATTACH: SEW THRU
EDGES ONLY WITH NO LESS
THAN FINE NEEDLES AND
FLOSS. AS ILLUSTRATED ON
DO NOT SEW THRU CURVE
OR ARM CURVE.

TO WASH: USE
THIN
TO DRY: SP
SM
HE



W-100
Spec. (1/4 lb.) SQUARE
No. 450 Plain Transparent



W-300
Spec. (1 lb.) SQUARE
No. 450 Plain Transparent

RID
d
ELDS

15¢

Each Shield

**TO WASH: USE WARM SOAPY WATER;
THEN RINSE IN CLEAR WATER.**
**TO DRY: SPREAD FLAT, SHAPE, AND
SMOOTH WITH MODERATELY
HEATED IRON.**

300
SQUARE
Transparent



W-200
Spec. (½ lb.) SQUARE
No. 450 Plain Transparent

FIRST CLASS
Permit No. 2624
(Sec. 384 1/2 PL & R)
NEW YORK, N. Y.

BUSINESS REPLY CARD

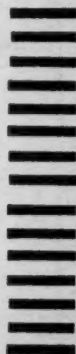
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

2c.-POSTAGE WILL BE PAID BY

Union Bag & Paper Corp.

233 BROADWAY

NEW YORK, N. Y.



POSSIBLY none of the samples here is just what your product would require.

But UNION Transparent Bags are made in Flat, Square and Satchel-Bottom Shapes—Single Wall or Duplex—Plain or Moistureproof Cellulose—All-Transparent or with a Transparent "Window."

Thus, they can be designed in the exact size, shape and material that your particular product and use requires.

Tear off and mail (no postage required) the attached card, and we'll gladly be more specific!

UNION BAG & PAPER CORP., NEW YORK CITY

We might be interested in the use of Transparent Packages to contain:

PRODUCT TO BE PACKED

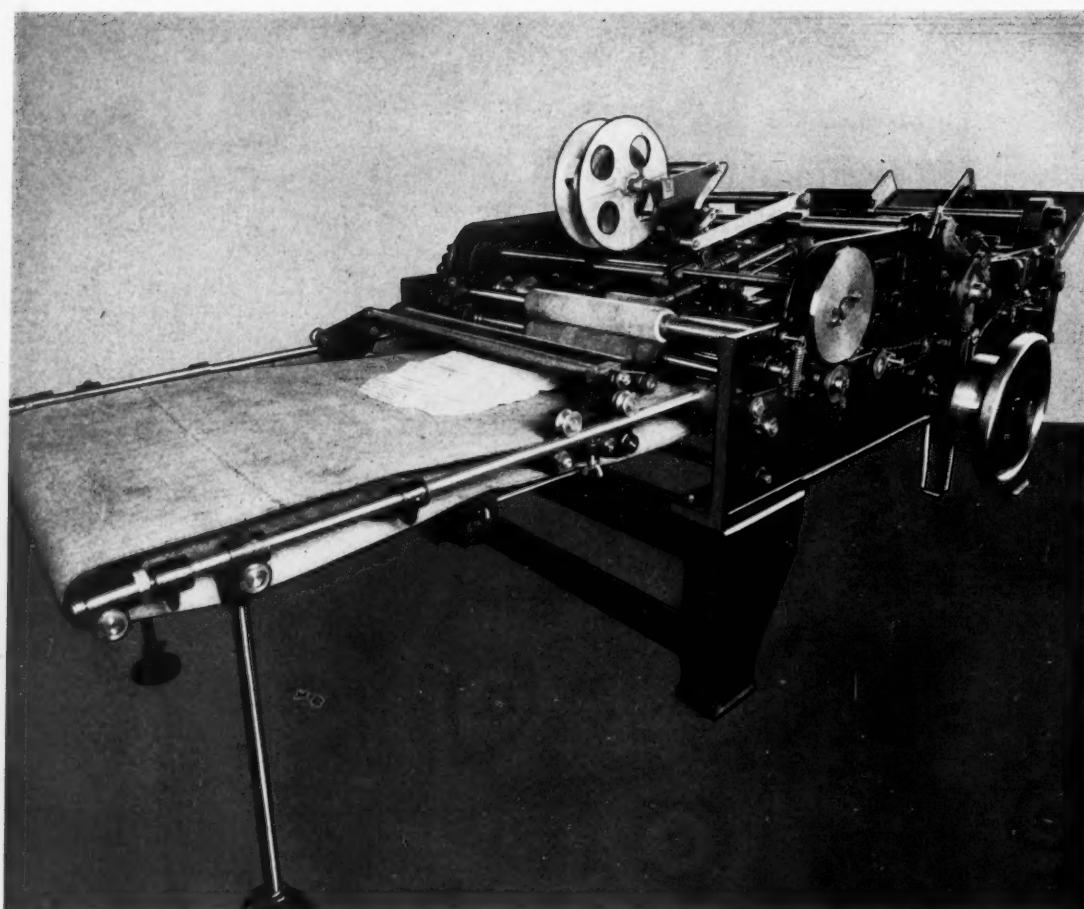
WEIGHT, QUANTITY OR SIZE

FIRM NAME

ADDRESS

INDIVIDUAL

MP



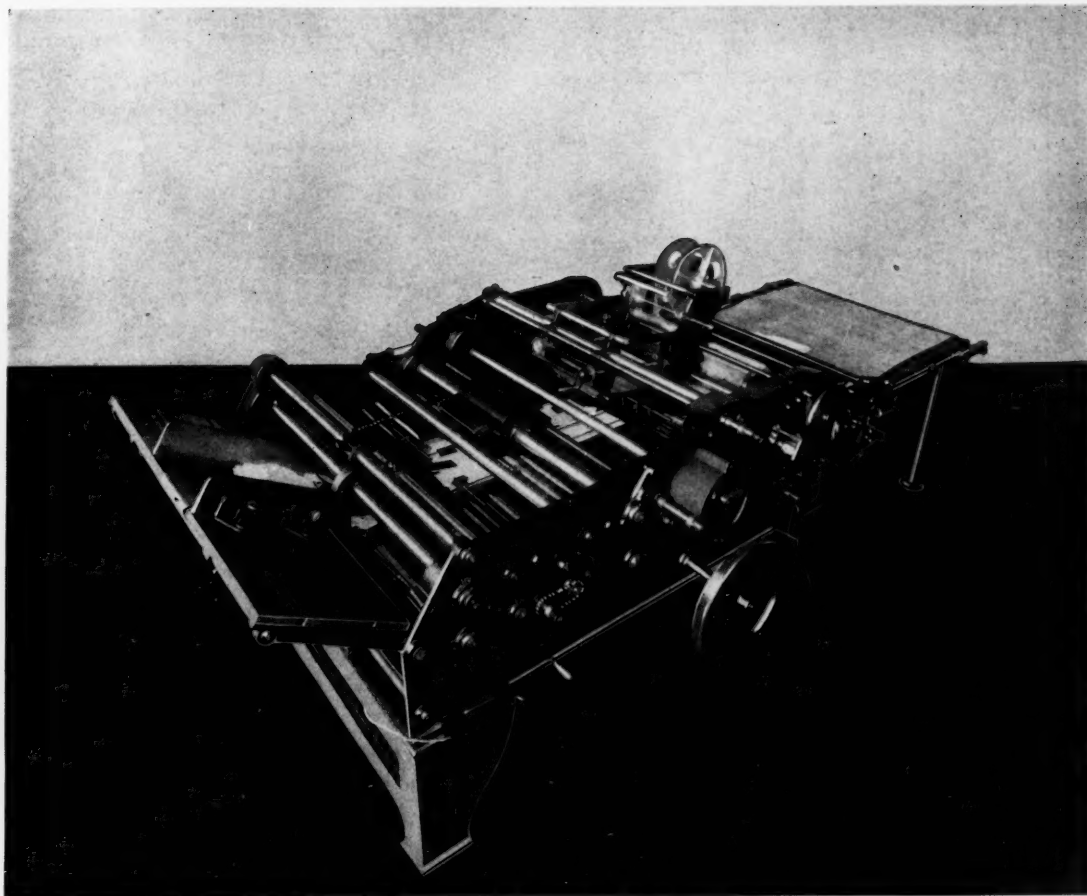
It's Easy to Design a CELLOPHANE W *But Building It for Long Lij*

ALMOST any manufacturer of machinery can design and throw together a Cellophane window applying machine—but to build such a machine to give long and dependable service requires the accumulated experience and skill of years of construction achievement.

Now International has produced a Cellophane window applying machine embodying not only exclusive designing principles, but sturdy, wear-resisting construction which guarantees accurate operation over a long period of time. When you are ready to buy a machine which you want to be able to depend on, *investigate, then compare.*

On the new International Cellophane Machine, a single wheel glue pot, unique in design, prevents the many difficulties encountered with the conventional

The International Paper B
Nashua, New Ha



E WINDOW APPLYING MACHINE

g Life Is a Different Matter!

type glue feed. No more pounding out of shape of the electro—no more glue squeezing out to gather on the edges. Instead, an even flow, even when there is an interruption in feeding or a change in speed—constant, uniform spot gluing, insuring uninterrupted production.



The transparent cellulose is fed by a positive clutch and suitable brake system, synchronized with the positive chain blank carrying mechanism. Since positive mechanisms are used to control the register of the window and carton, and to measure the length of transparent cellulose cut off, there is a variation of not more than $1/32$ " at 120 blanks per minute. At a speed of 150 blanks per minute there is only a slightly greater variation. Investigate the International!

Box Machine Company
Hampshire, U.S.A.



MOLDED CONTAINERS

Attractive packaging exerts a powerful influence on the sale as well as the selling price of a product. It creates desire, and indicates quality. Molded Containers have in addition a permanent advertising value; they insure prominent display of your product in the dealer's show windows and cases, and are retained by the consumer long after the original content has been disposed of. They have lustrous beauty, individuality and they afford the product ample protection.

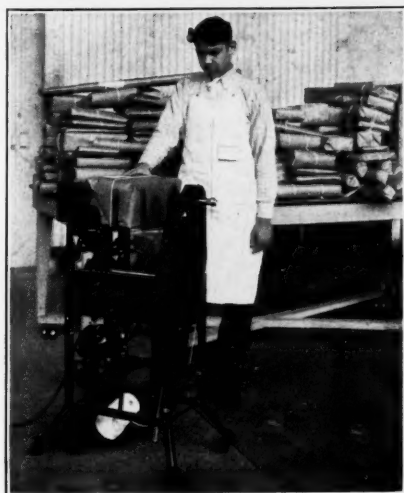
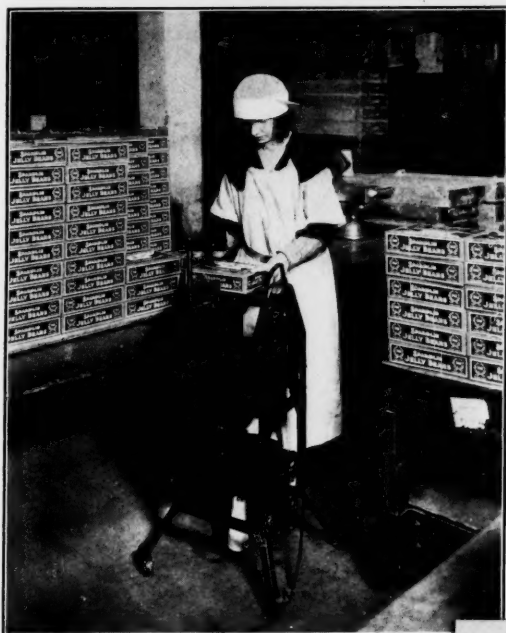
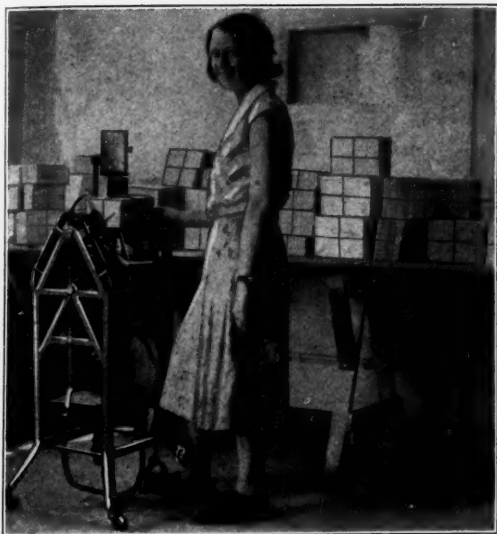
Molded Containers are particularly suitable for watches, jewelry, confections, stationery, cutlery, and fine instruments. They can be supplied in various plastic molding materials and in a wide range of colors. We cannot furnish standard or stock containers but our Package Experts will be glad to cooperate with you in designing special Molded Containers for your particular product. Send us a sample of your product for container design suggestions.

CHICAGO MOLDED PRODUCTS CORP.

2142 WALNUT ST.



CHICAGO, ILL.



10 Days' Free Trial

BUNN PACKAGE TYING MACHINE

Tie 8000 Packages Per Day!

The Bunn with 1 Operator Does the Work of 3 to 6 Girls!

Now! with no obligation to buy, try the Bunn Tying Machine in your own plant for 10 days! Just a second and a half for each neat, tight tie—a saving on twine—uniform neatness for every package, box, bag—no adjustment necessary for different size objects to be tied—easy to operate—fully guaranteed. Will operate efficiently for many years—a model for every use. Send us maximum and minimum sizes of what you have to tie—we will send you a Bunn fully equipped for your needs. Hand tying is expensive, wasteful, slow. Install Bunn Tying Machines and get 100% efficiency from your plant.

The Bunn will tie: Parcel Post, Wrapped Packages, Biscuit Caddies, Filled Boxes, Fabrics, Set-Up Boxes, Candy Boxes, Coffee in Bags, Paper Bags, Brushes, Mail, Gloves, Underwear, Hosiery, Books, Magazines, Cartons, Labels, Folders, Tickets, Printed Matter or anything you have to tie. Cotton twine may be substituted, in many cases, for other twines. Look under the card—then mail it today!

B. H. BUNN COMPANY

VINCENNES AVE. AT 76th ST. CHICAGO, U. S. A.

LOOK UNDER CARD

CHECK CARD

MAIL NOW!

Install a Bunn Tying Machine ☐
in our plant for 10 days **FREE** trial

Send Complete Information ☐

Name _____

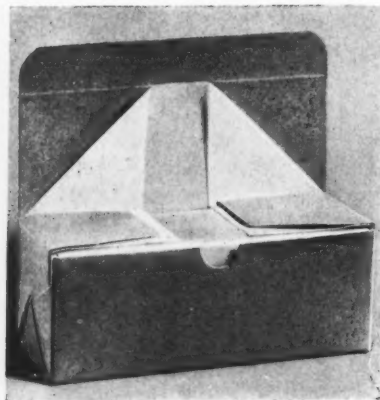
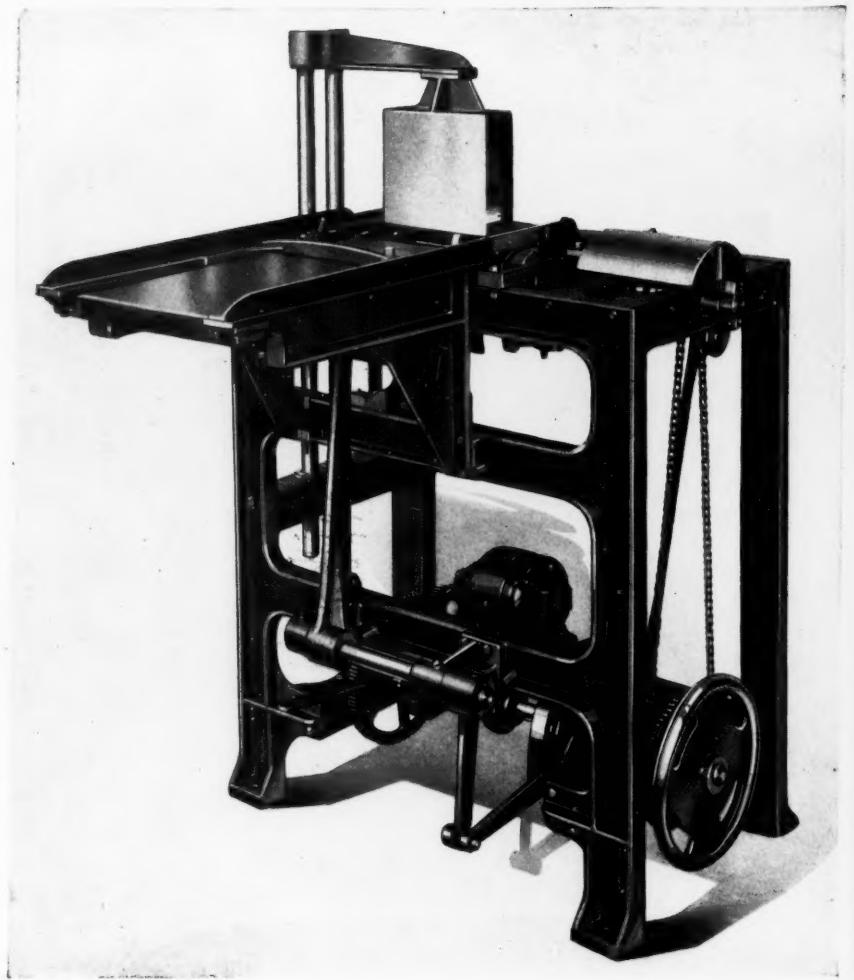
Firm _____

Address _____

SEND FOR A BUNN TODAY!

**For Sensible
Cost
Reduction**

**PETERS
JUNIOR
FORMING
& LINING
MACHINE**



DEPEND upon Peters! This has become a slogan with manufacturers who look for the newest, the best, the most efficient forming and lining machines. And Peters has proved its ability to live up to this trust again, in the designing of the Junior Forming and Lining Machine.

Efficiency is the watchword of this new machine, which produces formed and lined cartons at the rate of 35 to 40 per minute. In accordance with economy, the Junior requires but one operator. A special feature is quick adjustability, so that the machine produces different sized cartons almost on a moment's notice. Only a small additional cost is required to secure the necessary forms and blocks to make these quick changes possible.

Completely formed and lined cartons are delivered automatically to any conveyor from where they may be diverted to a packing table or filling unit. Automatic coding or dating devices may be incorporated on the machine when desired.

The fine service you have learned to expect from Peters Machinery is given 100% by the Junior Forming and Lining Machine. Inquire further.



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



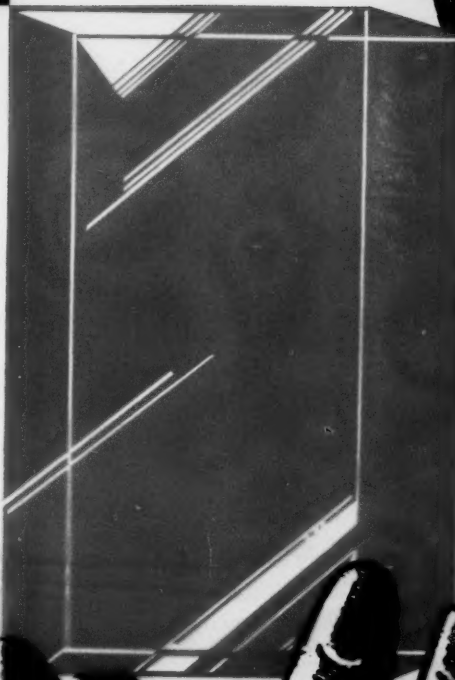
● "Modernizing" a package involves problems not only of art, but of manufacturing, of moisture protection, of costs.

Specialized knowledge on these subjects is valuable. It is useful to know that moisture-proof cellulose in the form of Riegel's Waxed Glassine gives equal protection at a fraction of the cost of cellulose that is fully transparent and that a single liner of Riegel's Waxed Glassine within a package can make that package as truly modern from the standpoint of scientific protection as an attractive design can make it modern outwardly.

The effect upon the public of packages made modern outside and in, is worthy of study. Outward appeal is important, but in food products it only aids initial sales. Repeat orders depend on the quality of the contents, and this can be most effectively and economically preserved by Riegel's Waxed Glassine—transparent, moisture-proof, greaseproof and economical.

If you are interested in modernizing packages of any kind, you can profit by studying the Riegel Portfolio of samples and packaging data. A copy will be sent free upon request. Address the Riegel Paper Corporation, 342 Madison Avenue, New York City.

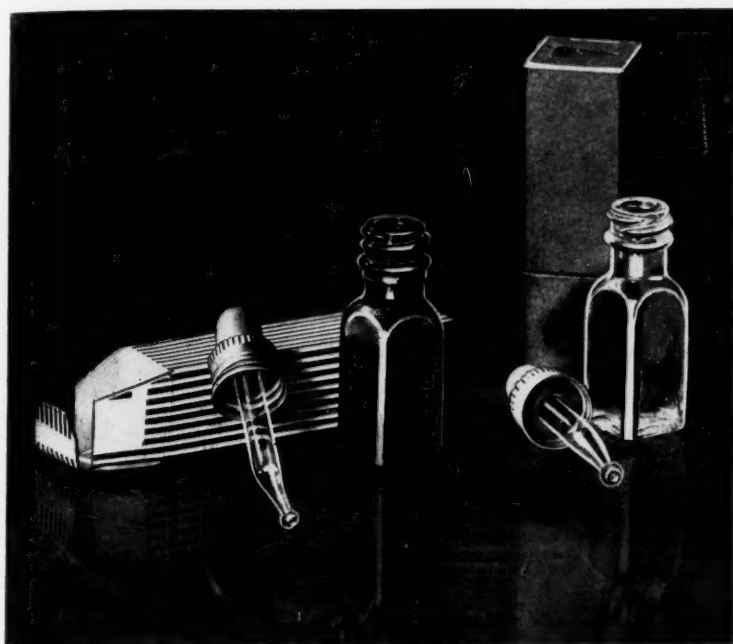
This insert is printed on Riegel's Plain Glassine, a printable, low-priced outer wrap—ideal for many uses but without the transparency, shine and moisture protection of Riegel's Waxed Glassine, of which samples will be sent upon request.



IT'S NEW
IT'S DIFFERENT
IT'S INEXPENSIVE
IT'S LEAK PROOF
IT'S PRACTICAL
IT'S PERFECT



PENNSYLVANIA
GLASS PRODUCTS
COMPANY
—
PITTSBURGH, PA.



THE NEW PERFECTION DROPPING OUTFIT

THE new dropping outfit as conceived by the Pennsylvania Glass Products Company has been a long time in the making. More than two years were spent in research work and experimentation before this outfit could be declared perfect . . . and a model of perfection it is.

It is absolutely leak-proof and eliminates entirely the expense of corking, cork screws and other expenses formerly incurred with the old type. The screw cap also makes for uniformity of fit. No longer will there be any trouble due to different lengths of dropper glasses. The uniformity in length of these glasses permit the user to make complete drainage of the bottle. No part of the stopper goes inside of the bottle which means that neither the contents nor the stopper can be affected by any preparation usually put up in outfits of this kind.

Bottles can be furnished in either flint or amber and the caps may be had in many different styles to suit the individual requirements of the manufacturer. Send for your sample---now.

PENNSYLVANIA GLASS PRODUCTS CO.

410 North Craig Street
PITTSBURGH, PA.

Wrapped in Cellophane

Sealed with

SCOTCH CELLULOSE TAPE

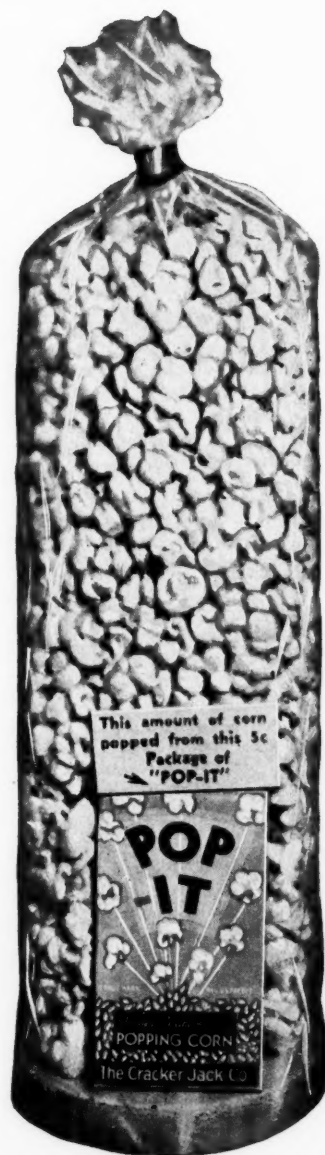
This unusual
Demonstration Bag
contains two quarts of

POP-IT

An excellent idea of
comparative values.

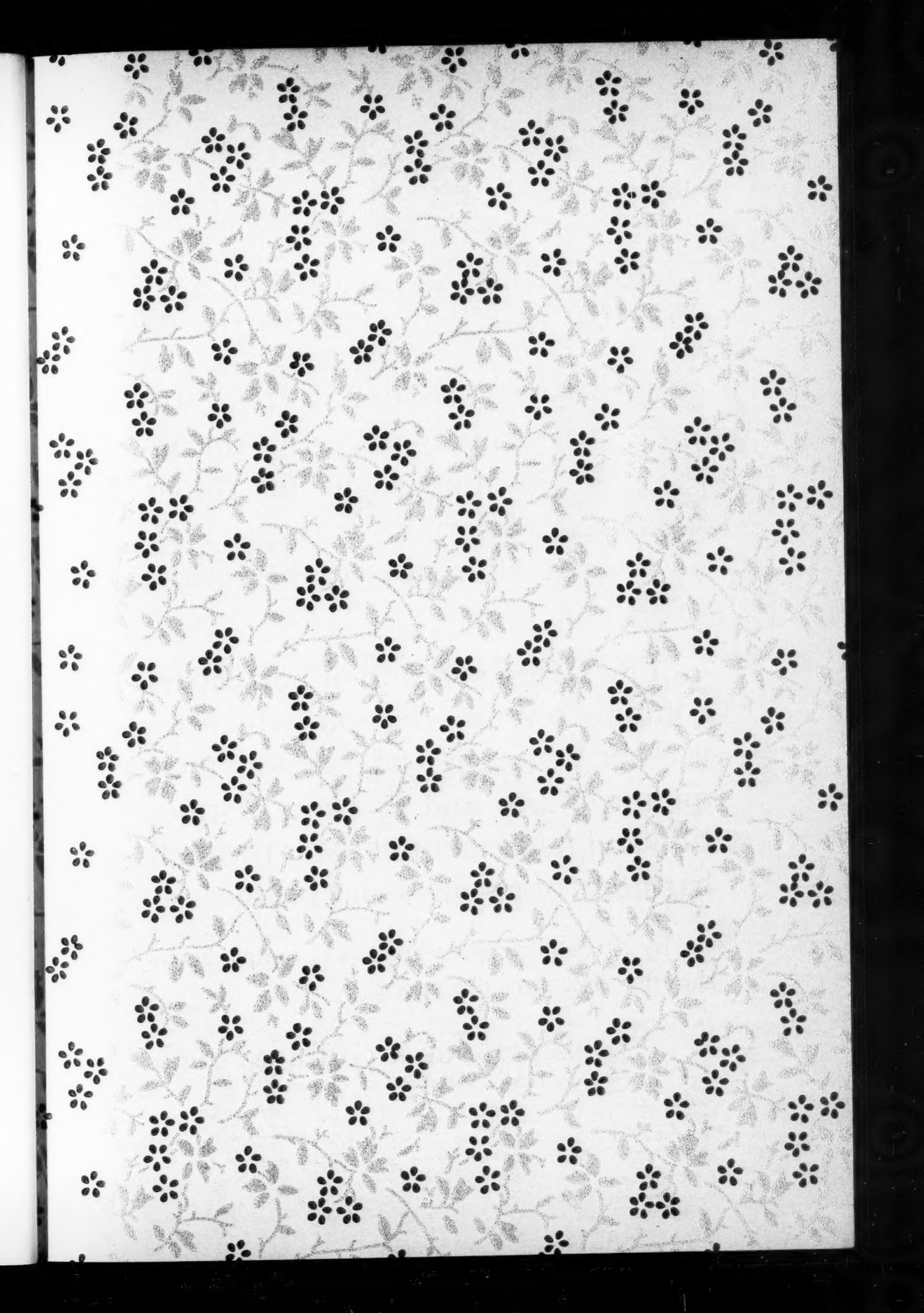
To secure a positive
seal at the top of the
package and improve
its appearance—
Scotch Cellulose Tape
(colored) is used.

To insure a positive
seal for the entire
length of this fourteen-
inch bag and to
preserve perfect
visibility
Scotch Cellulose Tape
(transparent) is used.



For samples and further information, write Dept. Package Engineering

Minnesota Mining & Manufacturing Company
SAINT PAUL, MINNESOTA





MERCHANDISE stylists are strongly featuring the returning vogue for things Victorian. It is essential, of course, that box wraps follow this trend.

The Dejonge group of box papers contains several selections which reflect the Victorian tendency with their quaint charm and by their distinction and refinement of color through harmony of grounds and prints.

By all means, request samples or sample books showing these attractive papers.

LOUIS DEJONGE & COMPANY

New York Philadelphia Chicago

A

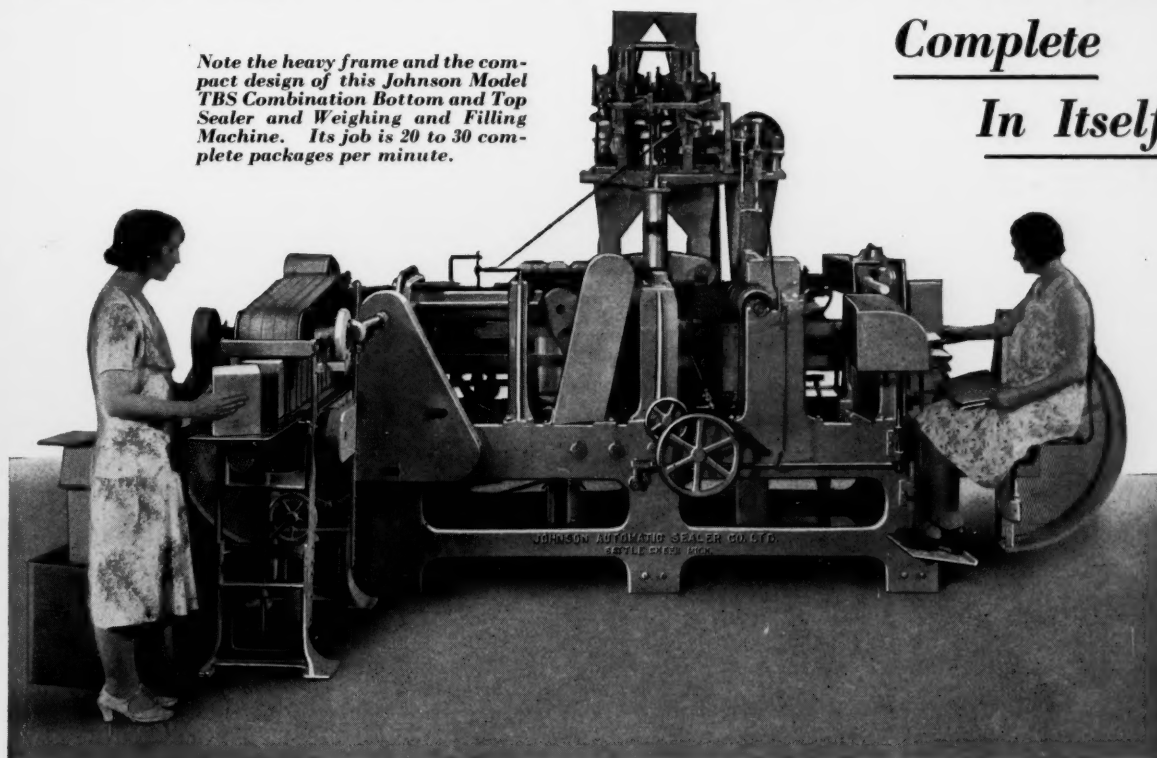
N

THE
LIBRARY
OF THE
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OF
ART AND
ARCHAEOLOGY
OF THE
UNIVERSITY OF
CAMBRIDGE

Announcing The PACKAGING WIZARD

Complete
In Itself

Note the heavy frame and the compact design of this Johnson Model TBS Combination Bottom and Top Sealer and Weighing and Filling Machine. Its job is 20 to 30 complete packages per minute.



Now You Can Buy a Whole Packaging Department in One Machine

SEALS BOTTOMS

FILLS

WEIGHS

SEALS TOPS

Your bulk product, plus folded boxes and one girl—Presto!—your product is packaged. The Johnson Model TBS has arrived to solve the problem of profitable packaging on any moderate daily volume. It is a big strong machine engineered to finest precision.

The "TBS" is completely automatic, from the moment the girl feeds the cartons until package after package slides out on the delivery table. Filled and weighed. Top and bottom sealed. Just one self-contained machine built for heavy duty.

Whether you will use it to supplement your high-speed packaging line, or to make the big step from hand operation to fully automatic, the Johnson TBS will bring you packaging economy in the fullest sense of the word.

Pause in your plans for reducing costs and find out about this new Johnson Automatic Machine. For your convenience in securing details use the coupon.

*Send
the Coupon*



Johnson Automatic Sealer Co., Ltd.

Battle Creek, Mich.

Subsidiary of the Battle Creek Wrapping Machine Co.

FOREIGN REPRESENTATIVE: C. S. du Mont, Windsor House, Victoria St., London, England

Johnson Automatic Sealer Co., Ltd., Battle Creek, Mich.

Please send me the complete story of your new Model TBS Combination Bottom and Top Sealer and Automatic Filling and Weighing Machine. The product I have in mind is _____

☐ You may have a representative call.

Name.....

Firm.....

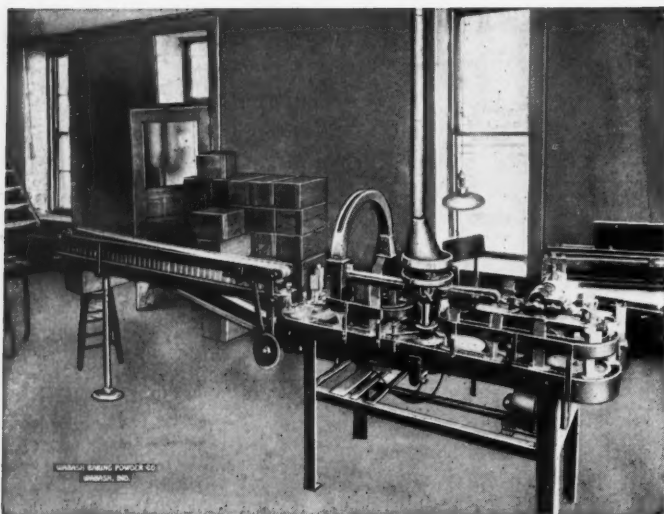
Street and No.....

City.....State.....

MP 9-31

SEPTEMBER, 1931

23



A Packomatic "Model 8" Carton Sealing and Filling Machine, producing 48 packages of dessert powder per minute for the Wabash Baking Powder Company, Wabash, Ind.

*You can't
keep pace
WITH MODERN
COMPETITION
with hand
packaging
methods*

PAC-STIK GLUE

SCIENTIFICALLY PREPARED FOR PACKAGING MACHINERY

High speed production of packages has created a demand for better glue. Pac-stik Glue meets this demand. It is a scientific combination developed especially for packers who are using automatic packaging and sealing equipment. Pac-stik Glue assures you of well sealed packages at maximum speed and low cost.



WE WILL
GLADLY
SEND
SAMPLES

- SMALL manufacturers, you can now get the increased production and efficiency that will improve your package, save hand labor, give you greater speed, broaden your market and help you to meet modern competition.

The Packomatic "Model 8" Carton Sealing and Filling Machine was originally developed for big manufacturers for packaging samples. Formerly this machine has been within the price range possible only to large manufacturers. But now many smaller manufacturers are using the "Model 8" for regular production. It is compact, requires minimum floor space, and produces up to 50 packages per minute.

You can re-make your business with the accuracy and speed of Packomatic Packaging Machinery.

- Write, wire or phone us for full details, no obligations. Packomatic Engineers are at your service at any time—any place. Let us send a Catalog!

PACKOMATIC

PACKAGING MACHINERY



J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

ST. LOUIS

LOS ANGELES



Tear this off...

THIS miniature display container is made of Ridgelo Clay Coated Folding Boxboard. Set it up on your desk for a pin tray and see how Ridgelo Clay Coated stands actual "wear and tear." Its fine printing surface and perfected folding qualities will speak for themselves.

Ridgelo
CLAY COATED

FOLDING BOXBOARD

LOWE PAPER COMPANY, RIDGEFIELD, N.J.

Representative in Canada

W. P. BENNETT & SON, 32 FRONT STREET, WEST TORONTO

FOR DECORATING DISTINCTIVE PACKAGES



At the Point of Sale

YOUR sales force puts your product on the shelves and in the display cases of your dealers. Your advertising brings in customers who ask for your merchandise by name.

Here, at the point of sale, your package should complete your sales story, make prospective customers want your product. It does, if it is properly designed and distinctive in appearance.

If a package fails to do this, it may need re-designing. Radical changes are often necessary. But sometimes all a package needs is a small amount of roll leaf embossing effectively used. Your product name or trade mark, embossed in gold or color, will probably change the entire appearance of your package, lend dis-

tinction to it, and create a quality background for the merchandise it contains.

While we have been able to make suggestions which resulted in more distinctive packages we are not packaging counsellors. All we have to offer is an improved method of applying gold, silver, and metallic colors on box wraps and tops, a method known as the Peerless Process. If you would like to see samples of box wraps embossed in roll leaf by our process write to our nearest office.

PEERLESS ROLL LEAF COMPANY, INC., 915 New York Avenue, Union City, New Jersey. Branches in Boston, Chicago and London. Distributors in Los Angeles, San Francisco and Toronto.



THE PEERLESS PROCESS

MASTER METAL
UNFOLDING
COVERS

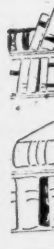
REAL METAL FOR PAPER BACKED



REYNOLDS
METALS CO.

34 WEST 25TH STREET, NEW YORK CITY
NORTH WABASH AVE., CHICAGO, ILL.
345 NINTH ST., SAN FRANCISCO, CAL.

STAMPED WITH PAPERLESS ROLL LEAF



P

I



If you have thousands of books
and nothing to do but read—
Perhaps you don't need the
PACKAGING CATALOG

Perhaps you have plenty of time
to wade through a voluminous collection
of private catalogs for your information. If so,
you are fortunate, but most business men want their
information at their finger tips ready at a moment's notice.

For instance, when they want packaging information they merely open the
PACKAGING CATALOG, refer to the index and in the time necessary to turn a few
pages, they have complete information.

The **PACKAGING CATALOG** is the encyclopedia of the Packaging Industry. Whenever
there is a question or problem pertaining to packaging, the **PACKAGING CATA-**
LOG is referred to—and wisely too—for the **PACKAGING CATALOG** has
been known to save thousands of dollars to manufacturers. With
its complete listings of all those connected with packaging,
its display of machinery, equipment, supplies and
papers, its innovations, ideas and advanced
thoughts, this book is invaluable.

Use it whenever you can.

PUBLISHED BY

BRESKIN & CHARLTON PUB. CORP., 11 PARK PLACE, N. Y.

FACTS

about the Double-Tier Container Controversy

Play a Holmer The World's Best

It's easy to play Instruction B

12 INDIVIDUAL BANQUET TRUE ORANGE & PEACH TEA BAGS

REAL MUSIC

EACH BAG MAKES TWO CUPS

FOR CUP FAVORS 25¢

FOR TEA FAVORITES

LE PAGE'S LIQUID GLUE

Kleenex CLEAN SANITARY DURABLE

FOR BABY'S DAI

Adhesive Bandage

BAND-AID

Ready to Apply 25¢

BAND-AID

Johnson & Johnson

Send for Booklet, "Merchandising with Display Containers"

Einson-Freeman
Patented Double-Tier
Container No. 1,428,226

EINSON-FREEMAN CO., INC., LITHOGRAPHERS, STARR AND BORDEN AVENUES, LONG ISLAND CITY, N. Y.

The Einson-Freeman Double-Tier Container was created in the Art Department of the Einson-Freeman Co., and patented September 5, 1922, Patent No. 1,428,226. It fully covers the basic constructional rights.

Forbes has patented a two-tier display March 5, 1929, Patent No. 1,704,531. It is exactly the same structure as the Einson-Freeman patent, made in one piece and deliberately cut in two, making two separate units, and then a tongue or flap added to it to hold the two units together.

It does not stand up as well as the Einson-Freeman double-tier container; it is not an improvement; it cannot be manufactured cheaper; it is a makeshift.

Do not be fooled by a patent number. Variation of a patented article will get a patent but it does not carry with it the rights to infringe on prior patents.

Forbes claims that they defended our action for infringement to protect the rights of their customer and dealer. The writer tried to have them join our licensee manufacturers but Mr. Forbes would not do so. We were compelled to bring legal action which Forbes defended. Here is the actual testimony from the Court records:

U. S. District Court, Eastern District—Decision Rendered May 22, 1931.

In answer to questions by the Court:
(Forbes' witness on stand)

- Q. How long have you been making this device (double-tier container)?
A. Since 1925.
Q. Was the original idea yours or did you take it from the plaintiff's (E-F Co.) patent?
A. I had seen the plaintiff's patent when I made the box.
Q. Did you make use of it when you designed the box?
A. I made use of the idea in designing the box.

Here is the Court's Decision:

"The validity of this patent has twice been before this Court in the case of Einson-Freeman Company vs. International Folding Box, 21 Fed. 2nd, 701, and again in Einson-Freeman Company vs. Bohnig, 43 Fed. 2nd, 609. The Court adjudged this Ganz patent 1,428,226 as valid in those cases. The claims alleged to be infringed are numbers 1, 2 and 3 as follows:

"1. A display device comprising a pair of pockets one standing above and back of the other and hinged together so that one may be folded over the other to form a closed package for the contents, said device including a single sheet extending over the back, bottom and front wall of the upper pocket and the back of the lower pocket.

"2. A display device comprising a pair of pockets one standing above and back of the other and hinged together so that one may be folded over the other to form a closed package for the contents, said device including a single sheet extending over the back, bottom and front wall of the upper pocket and the back of the lower pocket, and having integral portions forming the sides of both pockets.

"3. A display device comprising a pair of pockets one standing above and back of the other and hinged together so that one may be folded over the other to form a closed package for the contents, said device including a single sheet extending over the back, bottom and front wall of the upper pocket and the back of the lower pocket, and having integral portions forming the sides of both pockets and also portions forming the bottom and front wall of the lower pocket.

"The prior art patents were fully discussed in the Bohnig case, and I have no reason to change the views therein expressed as to these prior patents; nor have I changed my views with respect to the advantages of this patent and its admitted commercial success.

"The issue raised by the defendant is that of infringement and it is a very narrow issue indeed. Defendant's position is that it has appropriated the idea of the plaintiff in the patent in suit with one exception, in that the defendant contends that while in the manufacture of its device it used one sheet for reasons of economy, that that is not necessary and that more than one sheet could have been used in the manufacture of defendant's device.

"The fact is that the defendant's device is manufactured from one sheet, the only difference being that, as is shown in Fig. 12 of the patent in suit, the line between 7a and 7b is indented, whereas in the defendant's device this line is cut through. The two devices are in substance the same; certainly the line between 7a and 7b in defendant's device is the equivalent of the line between 7a and 7b in Fig. 12 of the patent in suit.

"The defendant has appropriated the plaintiff's invention; Claims 1, 2 and 3 are infringed. Validity has been conceded by the plaintiff.

"Decree for plaintiff.

"Settle finding and decree on notice."

(Signed) Hon. Grover M. Moscovitz
U.S.D.J.

The Einson-Freeman Double-Tier Container has been contested four times in the United States Federal Courts; each time the defendant claimed their own patents and each time the decision was in our favor. We have pledged ourselves to our customers and to our licensees to protect them against all infringers.

Morris M. Einson, President



EINSON-FREEMAN CO., INC.
LITHOGRAPHERS

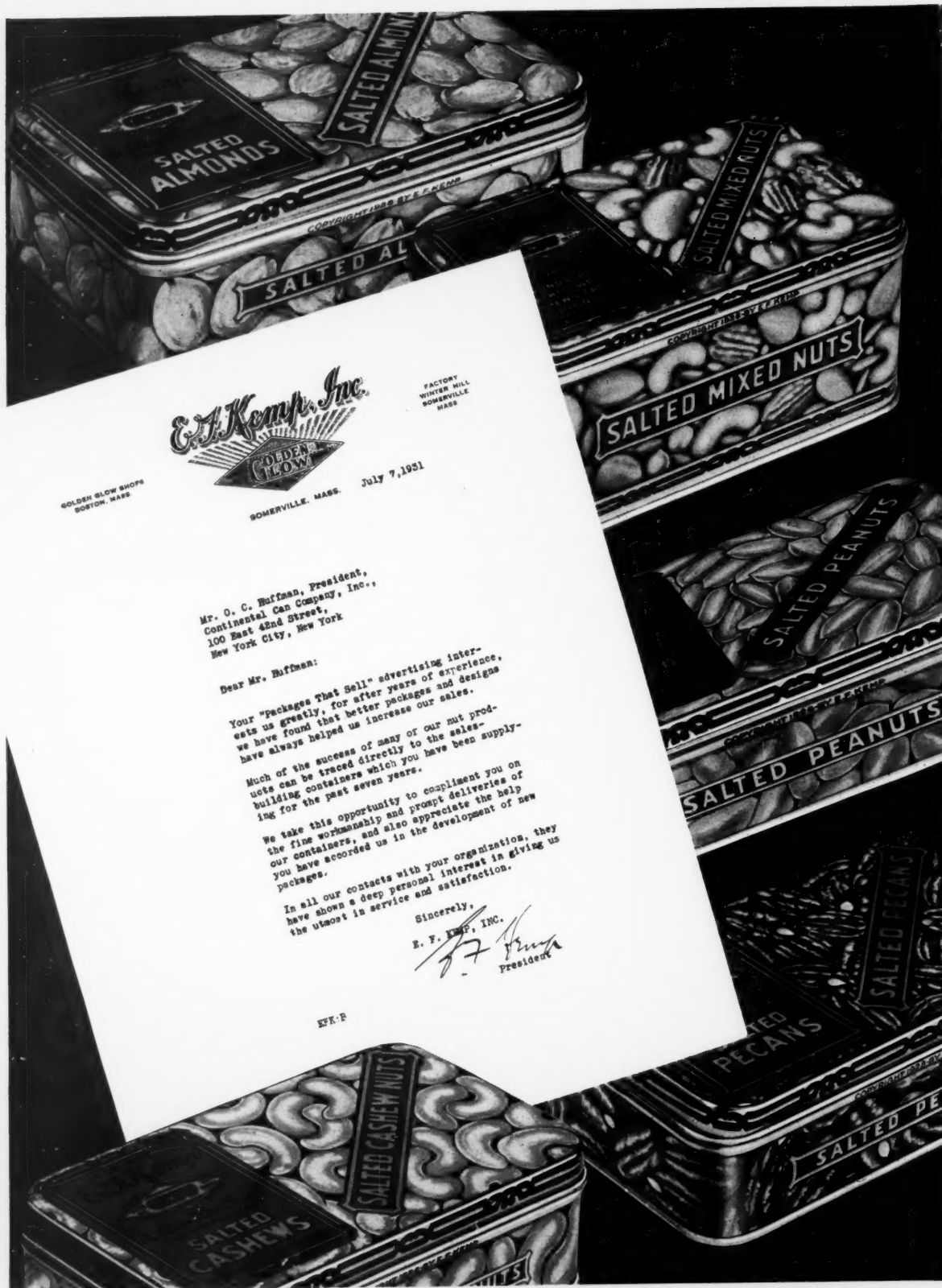
STARR AND BORDEN AVENUES, LONG ISLAND CITY

Boston Office—302 Park Square Bldg., Boston, Mass.

Chicago Office—Wrigley Bldg., Chicago, Ill.

SEPTEMBER, 1931

29



FACTORY
WINTER HILL
SOMERVILLE
MASS

GOLDEN GLOW SHOPS
BOSTON, MASS

SOMERVILLE, MASS.

July 7, 1931

Mr. O. C. Hoffman, President,
Continental Can Company, Inc.,
100 East 42nd Street,
New York City, New York

Dear Mr. Hoffman:

Your "packages That Sell" advertising inter-
ests us greatly, for after years of experience,
we have found that better packages and designs
have always helped us increase our sales.

Much of the success of many of our nut prod-
ucts can be traced directly to the sales-
building containers which you have been supply-
ing for the past seven years.

We take this opportunity to compliment you on
the fine workmanship and prompt deliveries of
our containers, and also appreciate the help
you have accorded us in the development of new
packages.

In all our contacts with your organization, they
have shown a deep personal interest in giving us
the utmost in service and satisfaction.

Sincerely,
E. F. KEMP, INC.

E. F. Kemp
President

E.F.F.

CONTAINERS BY CONTINENTAL

MODERN • PACKAGING

SEPTEMBER • 1931

VOLUME FIVE - NUMBER ONE



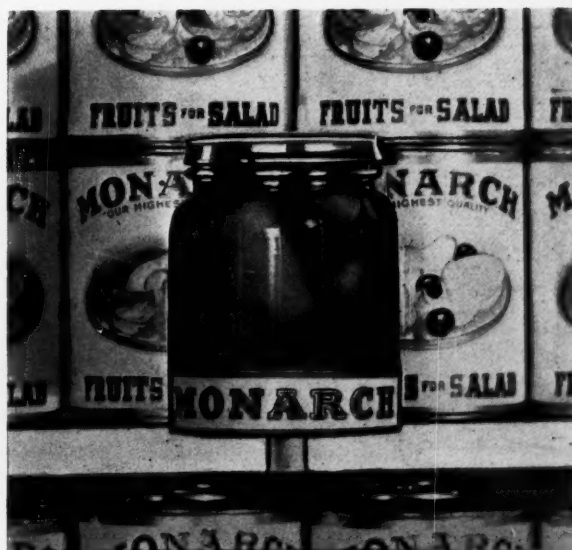
"See It in Glass . . . Buy It in Tin"

By Emory C. Woodward

YOU WON'T SEE IT in the chain stores, because Reid, Murdoch & Company doesn't sell to them, but if you visit progressive independent grocery stores in any part of the country you will find those who handle Monarch products featuring a novel and effective display idea. No matter what you purchase, you can see it before you buy it.

So that the customer may see the products contained in the cans she buys, this famous organization has designed display racks which may be attached to the merchant's shelf immediately in front of each product. These receptacles hold filled display jars of the same size as the cans and containing the actual products so that the shopper may examine them for size, quality, appearance and other features. The housewife makes her selection in this manner and buys canned goods with a correct knowledge of what is inside the tin. The same principle is applied to cartoned products such as coffee, tea and other dry substances.

With this method in force, the housewife no longer has to guess or to attempt to describe to the merchant the articles she wants. Instead of measuring



Two "close-up" views of packaged Monarch products, showing the appetizing flavor of the food when packed in glass

with her finger and thumb and saying "I want some green peas about this big," she goes to the shelf and takes her choice.

The "See It in Glass—Buy It in Tin" idea is but one result of many years spent in serving the grocery trade by this famous old firm. They have studied every phase of processing, packaging and merchandising during the seventy-eight years of their existence, not only from their own point of view but also through the eyes of the merchant and his customer.

In 1853, Simon Reid and Thomas Murdoch established a store on the bank of the Mississippi River and began to sell supplies to the hardy pioneers who drove their covered wagons across the plains in search of new lands and new wealth. Later, in 1865, they moved their business to the raw prairie town of Chicago and, in 1871, saw it consumed by the flames of the hideous Chicago fire. The day after the fire, they leased a new site and were back in business in a new building within three weeks. The business kept growing and it was moved a number of times, once occupying the site of the old Wigwam where Abraham Lincoln was nominated for the presidency.

Today, Reid, Murdoch & Co. has its headquarters in a gigantic warehouse on the bank of the Chicago River directly across from Wacker Drive and occupying the entire block between Clark Street and the newly widened La Salle Boulevard. The floor area of the building is approximately 400,000 square feet.

Interior of the Reid-Murdoch "flying" grocery store. Part of the program to interest children in the company's "Teenie Weenie Products" was to dress children as the general and policeman of the plane.



Reid Murdoch giant Ford tri-motor monoplane which contains a complete display of the company's products. It has visited almost every state in the Union as well as Canada and Mexico. More than 3,000,000 people have viewed the display it contains.

Such, briefly, is the story behind the Monarch label, the oldest in the United States covering a complete line of food products.

In the Chicago warehouse may be seen equipment which has roasted and packed 22,760,717 lbs. of Monarch coffee in a period of twelve months. Here, also, are packed Monarch peanut butter, cocoa, tea, baking powder, spices, dried fruits and a number of other products.

The Reid, Murdoch & Co. plant in Rochester, Minn., is one of the largest, most modern and sanitary vegetable canneries in the country. It is here that Monarch peas, Monarch golden maize, and Monarch sweet corn are packed under ideal conditions. Another great factory is located in Salem, Ore., in the midst of the beautiful and fertile Willamette Valley. Fruits are gathered from nearby orchards at just the right time and are packed immediately. The plant has a capacity of 1000 cases per hour. In addition to Monarch canned fruits, this factory produces Monarch whole fruit preserves, and such canned vegetables as asparagus, beets, carrots, spinach and string beans.

Still another vegetable cannery is operated in Ellsworth, Mich. The Monarch catsup plant is located in Pierceton, Ind., within easy reach of more than 2500 acres planted with Monarch tomatoes. This plant has produced in excess of 350,000 cases of Monarch catsup, chili sauce and cocktail sauce in a year. It has also produced an equal quantity of Monarch pork and beans in the same time, plus more than 50,000 cases each of Monarch tomato soup, prepared spaghetti, salad dressing and cucumber slices.

West Chicago, Ill., is the site of the Monarch sweet pickle plant. Monarch sweet gherkins, sweet mixed pickles, sweet onions, sweet chow, sweet relish, Queen olives, Queen stuffed olives, and Manzanilla olives are the chief products handled here.

Monarch Teenie Weenie toffies, Monarch Clearmints, Monarch buttermints and Monarch marshmallows are manufactured in an up-to-date, sanitary candy factory located in LaPorte, Indiana.

It is a perplexing task to estimate the exact number of individual packages produced by this huge organization in all of its plants, but R. B. Newton, the firm's advertising manager, obtained some figures which give us a fairly good idea of the immensity of these operations.

"To estimate the number of packages actually distributed in one month, for example, is an exceedingly difficult thing," says Mr. Newton. "One must begin by computing the number of cases shipped, but a case may contain 12, 24, 48, up to 100 packages, in some instances even more. These packages range in size from a cask of 48 gallons of pickles, to a 2-ounce canister of spice.

"A very rough estimate, but a conservative one, would suggest a figure somewhere in excess of 12,000,000 packages a month. Of this amount, approximately 50 per cent would represent products in tin, and the other 50 per cent would be fairly evenly divided between glass and cartons."

There are more than 300 Monarch products on the market at the present time and the ingredients that go into them originate in every section of the earth. Approximately 90 different sizes and styles of containers are used to pack the entire line. To attempt to go into the many packaging stories to be found in the Reid, Murdoch & Co. organization at any length would be out of the question here, for almost every type of packaging operation is carried on in at least one of the Monarch plants.

For our purpose let us take a typical product, handled in typical Monarch fashion, and follow it through the packing operation—Monarch golden maize, as produced at the Rochester plant of the company.

Although Reid, Murdoch & Co. does not own the fields nor actually grow the corn, peas, beans and other vegetables and fruits it uses, the firm does start at the very beginning to supervise this phase of production and such supervision is consistently carried out.

When harvesting begins, the field and plant workers operate night and day until the crop is packed. No time is wasted at any point and rarely more than three hours elapse between the time the maize is picked from the stalk and the moment when it is put into the tins and sealed.

The reason for this hurry is illuminating to both packers and users of packaged products of all kinds. Laboratory tests show that over 50 per cent of the natural sugar in maize is lost if the ears are allowed to stand 24 hours after being picked! Results are similar with almost all other vegetables and fruits and chemists state that food products packed quickly and efficiently are really "fresher" when they reach the consumer than the so-called "fresh" goods purchased in the retail shops.

Upon reaching the plant, the maize is inspected and graded and then placed on conveyors which carry it to the huskers. These machines operate at about 120 ears per minute each and feed the husked ears on rubber belts to the

washers where they are tumbled and washed forcibly with cold water sprays under high pressure.

Continuing again along rubber belts, the ears are inspected once more and any remaining husk or silk is removed. They are sprayed again and are then fed by uniformed operators into machines which cut the kernels from the cobs and discharge them into spiral conveyors. Another inspection takes place to guard against remaining silk before the maize goes into the mixers where it is carefully seasoned.

After coming from the mixers, the product is put into blending tanks under regulated temperature and the natural starch is made to set to a creamy consistency.

Next, the prepared maize flows by gravity to five lines of rotary fillers and sealers, each of which operates at 120 cans per minute. The cans go into metal crates or baskets at the ends of the filling lines and are transported by cranes to the battery of steam retorts where they are cooked at a temperature of 240 deg. for exactly seventy minutes.

When the baskets are removed from the retorts on overhead trolley conveyors, they are passed through a shower of cold water and then taken for a trolley ride through a long cooling tank. (Please turn to page 78)

An interesting display of Monarch products which has been built in the Chicago headquarters of the company





Fig. 3



Fig. 6

Packages of the Future

By D. E. A. Charlton

AMONG the several interesting considerations into which the study of packages may lead us, there is always that of future packages. What may we look for in color, size, shape or any other characteristic which forms a component of the package? Have we reached a stage with any type of package where we can say its evolution is complete; that any given package entirely satisfies every function demanded of it, and will continue to do so for an indefinite period?

To the latter question the answer is obviously in the negative, for much of the momentum enjoyed by the packaging field today is directly caused by the urge to change packages—to make them more saleable. What, then, is to be the direction of change?

As a means of stimulating discussion on the subject, although considering only in this article the element of shape, we are presenting reproductions of actual models from the studio of Martin Ullman, together with certain facts that supplied the incentive for such designs.

In presenting these, it is to be expected that certain exceptions will be taken by container manufacturers as well as by users, for admittedly some hurdles to be overcome are offered in their making and subsequent use. Assuming such to be true in this case, and that practical and economical considerations may obviate partial or complete utilization of the expressed types, here is at least an endeavor to encourage a change, to arrive at shapes different, individual, distinctive. Mind you, we are seeking the expression of opinions!

It has been said that present-day bottles, generally speaking, offer little in the way of new departures from conventional types. True, one finds exceptions which successfully combine the artistic with the practical, but these are decidedly in the minority and are confined mainly to what may be classed as luxury lines. There are, after all, certain handicaps in manufacture and subsequent operations through which the container must pass before it emerges as a completed package.

But a bottle, or any container for that matter, must serve a purpose—or several purposes.

In explanation of Fig. 1 and Fig. 2, both intended for use as containers for mineral oil, of sizes suitable for the medicine chest: Fig. 1 provides a substantial base; the bottle is not easily tipped over; contents are equivalent to those now accepted as standard. It is easy to handle, and the spout, placed at the end, facilitates pouring. The ridges at the base of the spout or pouring neck serve not only as an identifying device but also prevent the dripping of any oil that may run over. Ample space is provided on the two side panels for labels. These surfaces are flat so that the labels are not required to conform to curved surfaces. In Fig. 2 the flat panels also provide for practical display of trade mark, advertising message or directions. As may be seen the shape is developed from the flattening out of an ordinary six-sided bottle, providing an easier grip and without loss in volume of contents. The spout or neck is curved around off the center to permit ease in pouring. The irregular bottom cross-section serves as a trade mark device.

Particularly with perfume containers the shape of the bottle is depended upon to sell the product. So it is with this group that we find a greater latitude as to odd shapes although even here, save for certain imported bottles and a few exceptional ones of domestic make, there is a lack of individuality. In Fig. 3 an attempt is made to introduce rhythm and to incorporate the present bottle, from which this is developed, with the minimum amount of change. The stopper forms a part of the design and carries, as may be seen, the same identifying device. Fig. 4 retains the general conception of the shape from which it was derived, and contains the same volume. The name on the bottle takes the place of a label and the shape acts as symbolic of the product. The ridges, as in the previous design, impart the desirable rhythm and also serve as identifying devices. Fig. 5 is, admittedly, a radical departure, offering a world-and-axis motif as the basis for design, with the ridges as identifying devices. The cap is intentionally a part of the design, not a last minute thought.

The cocoa container shown in Fig. 6 offers utility beyond that which is evident in the ordinary cans offered for this purpose. By means of the opening on the side near the base the user is able to secure a level teaspoonful of the powder. The shape is different, distinctive, and lends itself well to decoration.

As previously stated, adverse comment on these is purposely omitted.



Fig. 2.

Fig. 1

A Scotchman is said to have objected to the radio on the grounds that "a body canna talk back to ut." Such is not the case with this article. Its main purpose is to incite discussion—our readers are invited to "talk back."

Fig. 5

Fig. 4



IDEAS

By Martin Ullman

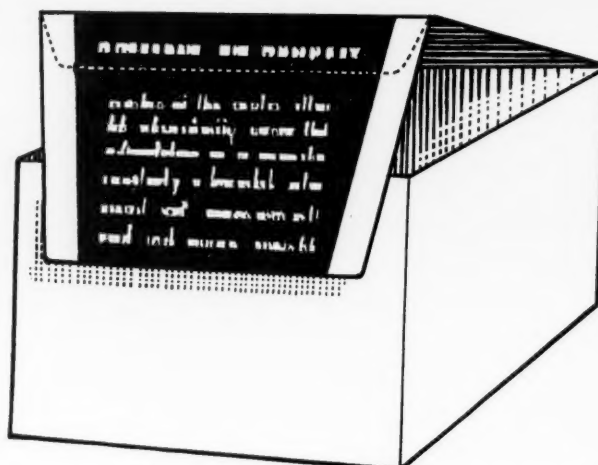
By way of introduction... Noah was the first idea man. He put the whole world on display in the Ark, thus giving a classic example of showmanship and the fine art of boiling things down. In these split-second times, when the earth seems to revolve twice as fast upon its axis and tonight's brunette is tomorrow's red head... words are too long and patience is too short to convey one's meaning. An IDEA shoots its mark in a flash... An idea digs deep, takes root and often flowers into conversational coin. It is remarked, remembered, repeated.

So, here we are... Here you-and-you-and-you-and-I are going to have a lot of fun thinking up new and better ways of doing things... We're going to project our imagination ahead of the procession, stressing the new... foretelling the new... showing the new. New shapes, new talent, new forms... that is, if you-all will join in... so read on.

As conductor of this column, I intend to pioneer, break new paths... to introduce in these columns new angles... mirror new ways to see the familiar old... inject ideas into idealess merchandise... to show the next latest tendencies in shape, design, style and color with which to meet the rising standards of public taste... to be years in advance of the ordinary... to translate an idea into "the-thing-to-do" until it becomes adopted as custom... to stir things up in stimulating thought... and action... to visualize, lead, edify, stimulate, "dress-up" and above all to be constructive... practical.

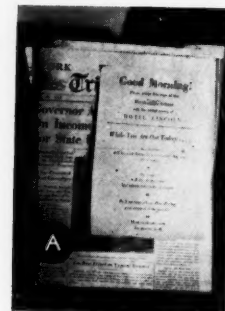
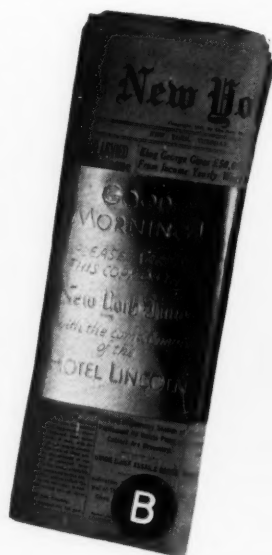
On these two pages are shown three contributing ideas, not tricky, but simple and easy for manufacturers to adopt to their needs. Following issues will portray others—some mine, and some yours... later on, all yours. These pages present an opportunity to "have a say" in the matter of ideas and I am hoping that a great many of you designers, stylists, merchandising managers, production engineers and sales executives will join in the fun... Everybody... from candlestick-maker-to-butcher-to-baker... has ideas. Let's have them here. I am fully aware of the difficulties which the subject presents but if you folks will look upon these columns as a market-display-space rather than a schoolroom and give expression to your ideas... make your contributions to the discussion... much useful work could be done... I don't want to be taken for one of those annoying persons who speaks with "a voice of authority." There ain't no such animal. It just happens that almost my entire life is being spent with a pencil and visualizing pad in front of me and if you are one of those who argues that practice makes perfect, then I have that advantage... the "edge" on you. I've rubbed elbows with a lot of problems and most often found that the idea was there in the manufacturer's mind but the difficulty was in getting the right artist to crystallize it... to pull it together.

Don't hold back from writing in because you fear your ideas are "crazy." People thought the automobile was a crazy idea... and let's not forget Columbus, who was con-



#1. The "EXTENSION TONGUE" on the flap of the package shown, provides a new display area for directions. At no added cost it gets reading matter off the sides. The dotted line indicates the usual "longue." Another feature is that the directions are so placed that they must be seen and read as soon as the package is opened.—(Submitted by Martin Ullman, New York.)

#2. The WRAP-AROUND. Figure "A" shows the present tip-on method, used by hotels and restaurants, of presenting a complimentary newspaper. There is an idea, as shown in Fig. "B" for paper manufacturers such as Keller-Dorian, Reynolds Metals, etc., to package the newspaper. This will allow the donor to present his message on the front and to call attention to special features of his establishment on the back. The wrap-around provides an attractive cover and holder, should the patron desire to take the paper with him.—(Submitted by Martin Ullman, New York.)



sidered loco-in-the-coco... and that Fulton's steamboat was dubbed "Fulton's Folly," but he wasn't the dub in the case. Just put your idea on paper... draw it best you can... no matter how far-fetched it might look as long as it's a contributing idea... and send it addressed to my attention in care of MODERN PACKAGING. I'll help picturize it... if necessary "dummy it up"... Every accepted idea published here receives \$5 from the publishers (oh yes, we got that in)... And see that coupon (on facing page) that's for every reader to use. We want to know in which direction the majority are thinking and your action in voting will go far in determining future contributions... Use that voting coupon... send it along with a few words expressing an opinion... what you say means a lot in our work... we are interested in stimulating discussions on packaging phases and problems... Vote for the best suggestion shown. Every three months a grand prize (this time it's \$25) will be awarded to the one receiving the most votes... and it is hoped that it will be the most constructive idea submitted. So you're all in on this. Keep your eye on IDEAS... *****

#3. COUPON... Also good for directions, recipes, or a special message, such as advertising other products made by the same firm. The two extra folds shown in the top of the box in Figure A provide a space for the text matter. This is perforated and may be torn off as shown in Figure B without affecting the proper function of the box itself. This eliminates the old-fashioned method of cutting the coupon from the box. It also saves the extra step of inserting the coupon in the box.

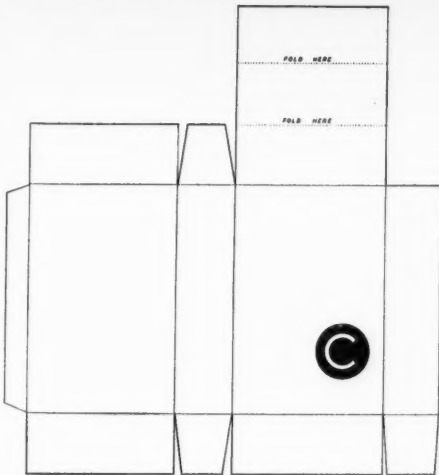
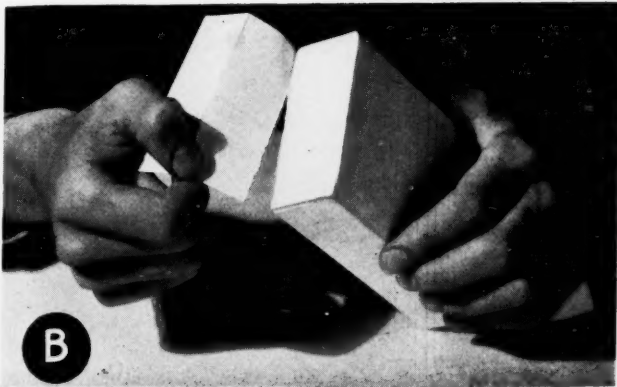
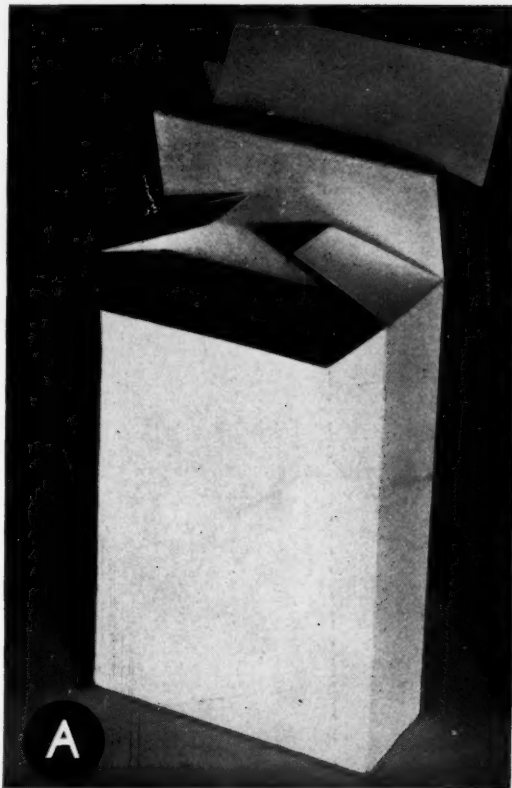


Figure C shows the constructional diagram. Note that this is entirely one piece... This idea is especially good for products such as cereal, toothpaste, washing powder, sugar, or any commodity packed in cardboard boxes.—(Submitted by Martin Ullman, New York.)

"He who sups with the devil must have a long spoon." Yes-siree, that's why I invite the help...the good-will...the constructive suggestions and criticisms of the readers. HERE IS YOUR VOTING COUPON... Use it.

FILL IN .. CUT OUT .. AND MAIL TO

IDEAS,

Modern Packaging, 11 Park Place, New York

I VOTE FOR



AS THE

NAME

FIRM NAME

STREET

CITY

STATE

POSITION

COMMENTS:

A Manicure Package That Meets with Approval

PACKAGING PLAYS a vital part in merchandising countless items today. In the toilet goods field, the influence of the package is most important. Here the element of style, always a large factor in making sales, is expressed in a great measure by the package. When, in addition to style atmosphere, the package has utility value, when it makes the toilet preparation more convenient or economical to use, then the merchandising value of the package is powerful indeed.

The new Cutex manicure sets offered by the Northam Warren Corporation are examples of packaging which prove these maxims. Every detail of their design and construction gives evidence of constructive planning and patient execution by experts in package merchandising. In addition to being smart and good looking, the sets are convenient and practical to the *n*th degree. The author's enthusiasm for the convenience of these sets is based on personal ex- (Please turn to page 84)

E. H. Rehnquist



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Meeting Competition with Attractive Packaging

By Michael Savin

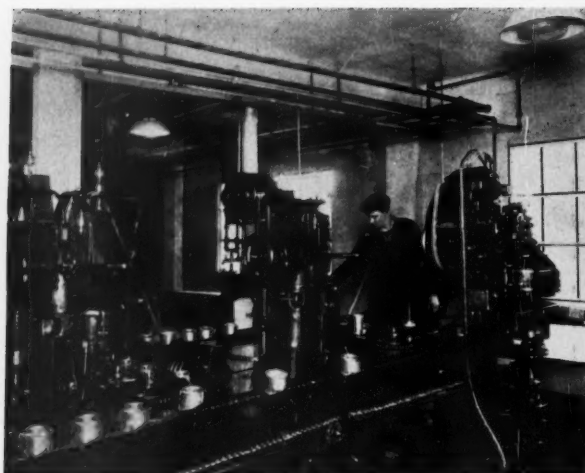
The interesting consumer reaction to packaged chicken and noodles brought about the packaging of cooked chicken in other forms as well as dressing. Pep brand products come in various sizes, all bearing the same label design with the exception of chicken and noodles.



SHOULD a stranger visit our country and travel by motor even a short distance, it would not be strange if he received the impression that we were a nation whose sole meat consumption was chicken. And quite naturally, too, since the highways and byways are literally dotted with signs proclaiming the temptiness of dinners prepared with chicken in a variety of forms. Assuredly, if this indicates a trend, if such it can be called, the decision a few years ago, by the Pacific Egg Producers Cooperative, Inc., who formerly sold its poultry products to the trade in bulk, to develop a consumer market was one well taken. Seldom does any restaurant omit this food from its daily menu. And, again, it is an infrequent week when this meat is not served in any household. Chicken in any form is extremely popular, of that fact there is no doubt.

Three years ago the first step to package this meat for consumer consumption was started by this company on

the Pacific coast. The response was immediate, so immediate, in fact, that soon the company went into production on a large scale. Not only was chicken and noodles packed in tins, but entire chickens, parts of the fowl and even dressing. The popularity of this packaged product having increased, the problem of meeting competition for its chicken and noodles which inevitably occurred, was one which demanded but one answer for its logical conclusion, an answer which was brought about by a complete change in package dress. In this, problems facing all manufacturing executives in presenting their products before the consumer public, was apparent. Appearance, display value, manufacturing facilities, all were given lengthy consideration with the result that the company's most popular product appeared on the shelves of western retailers in a package which bore out the company's claim of quality and gustatory flavor. Packaged in a glass container whose label covered but a very small part



One of the automatic sealing units for the small size containers of Pep boneless roast chicken



Filling containers with Pep boneless roast chicken at the plant of the Pacific Egg Producers, Seattle

of the frontage, and wrapped in transparent cellulose, the display value of Lynden chicken and noodles was augmented to so considerable a degree, the result in increased sales left no conceivable doubt that the market for this product was to a large extent almost virgin in its national scope.

A complete and comprehensive inquiry in the eastern states influenced the Pacific Egg Producers in establishing a base and opening a campaign for the merchandising of its products in this territory. Mental characteristics in the east differing from those of our western brothers involved but one change and that in the brand-name of the company's products. Though the favoritism of Lynden chicken and noodles, Lynden roast chicken, dressing and spread was well established on the Pacific coast, the brand-name decided for the eastern territory was one which would immeasurably appeal to its consumers. Accordingly, Pep, but recently introduced, has already taken hold. Even with the keen competition it has to meet, the attractiveness of the glass container reveals so appetizing a product, its quality merit is evident. The tempting color of both chicken and noodles is given an added clinch by the excellent choice of yellow transparent cellulose covering the container, so perfectly in harmony with the product. This choice also set off to advantage the color scheme of the simple label, which in black and yellow was given a higher intensity value. This visible evidence of quality and merit is but a natural condition considering the methods of production and packaging at the company's principal cannery in Seattle, Wash.

Food products such as noodles and meat naturally require considerable manual operation. Automatic production and packaging, therefore, is not standard at the cannery, the company feeling that a more minute inspection for these products can be maintained through manual operations! Quality is so highly stressed, first consideration is given to the preparation of all Pep brands.

A thorough system of testing is applied to every product in the line. After they are cooked, the containers filled, and vacuum sealed, a sample is taken from each lot, tested by a process of freezing and then placed under incubation for a period of two weeks. This period of time assures ample evidence of fermentation if any should occur. However, the percentage of spoils, according to an executive of the company, is very small, due to the extreme care taken in the preparation and filling operations as well as the quality of the containers used. An automatic conveyor system is used throughout the cannery for the transportation of the filled packages from one department to another and automatic scales assure correct weights.

At the expiration of this two weeks' testing period, the filled containers are placed on automatic conveyors which connect with the labeling department, situated for reasons of convenience and economy directly next to the entrance of the cannery. Before labels are placed on the packaged product, the containers are again thoroughly inspected for cleanliness. All labeling operations are manual as here, the company feels, a sure check-up of spoilage can be maintained.

In the precautions the Pacific Egg Producers Cooperative, Inc., has taken to present its products to new consumers in as alluring a manner as possible, lies the secret of the company's success even in these first initial months. Open display of a food product, as in the case of its Pep chicken and noodles, is a visible evidence of its merit. Naturally, packaging this product in glass has increased production costs. The adoption of the transparent cellulose covering, which has come to be recognized as a necessity if the food and label are to be protected from light rays, also has added its bit to this higher expenditure. The company feels, however, that the enthusiastic consumer reaction accorded to the new package since its distribution far outweighs the additional cost

Confectionery Packages Changing Buying Habits

By Ann Di Pace

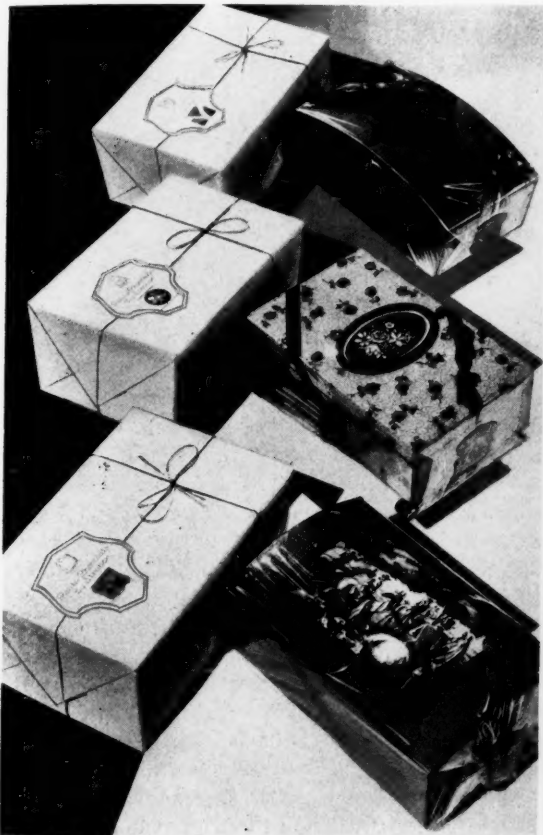
THERE WAS A TIME when the purchase of chocolates for gift purposes or otherwise was influenced by the preference of the individual for a specific make of sweet. Today, modern packaging methods and style trends have injected another element into the purchase of this confectionery. It happens frequently that old favorites are discarded at the fifty-ninth second for another brand, not quite as established in the public's mind, without the background of years of successful merchandising, for a reason that is becoming only too obviously noticeable—appearance or utility value.

An incident of this nature occurred not so many days ago when a customer entered a well-known confectionery shop ostensibly to purchase an expensive and well-

known brand of chocolates. The particular package he had in mind was not on display and at his request the clerk dug down into those hidden recesses where stocks are kept and promptly brought forth the desired box. In the interim, however, the customer's roving eye had been drawn to a package of unusual beauty—a package emanating from another manufacturing source. The ensuing battle between a preference of years' standing and the desire for that which was smart, though, frankly, not brief, ended in a sale for the package in its modern dress.

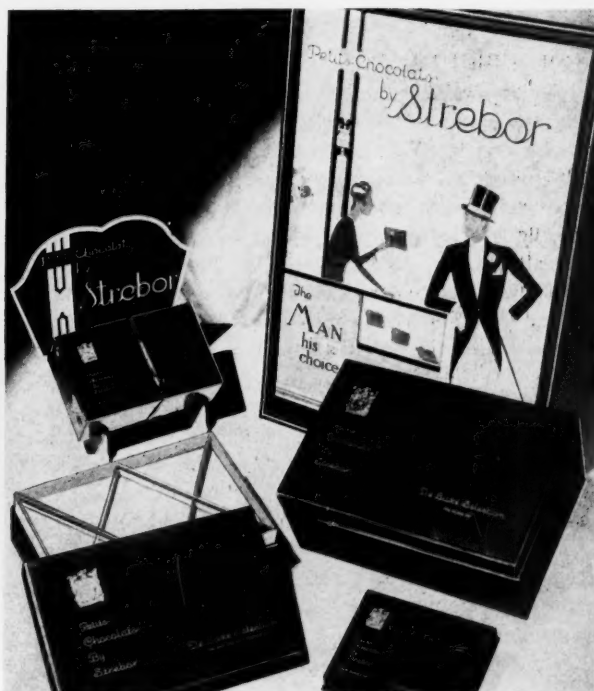
The buying habits of the confectionery consuming public, undoubtedly, are undergoing an appreciable change. Some few years ago the number of chocolate brands that were outstanding and which could be offered with a sense of reciprocal appreciation were few. The presentation of any other brand just wasn't done in good circles. The variety of packaging materials and the ingenuity of package designers, however, are making dozens of brands of this product an item which the donor can present with pride.

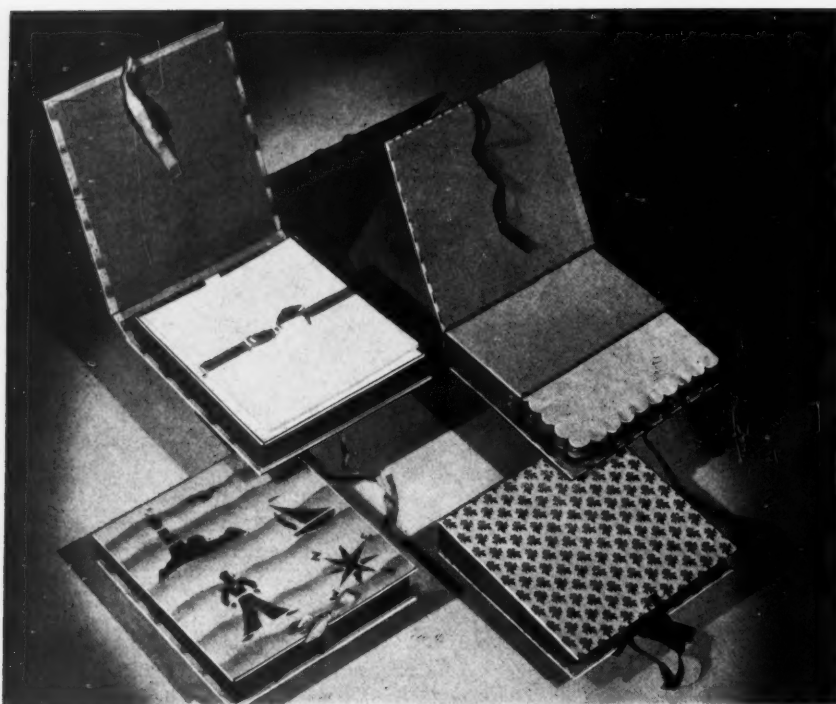
Two series of such packages, entirely different in construction, materials and thought, are presented on these pages, both from the F. H. Roberts Company, Boston, Mass. At the left, the three (Please turn to page 78)



Above: Note the miniature repetition of the decorative motif on the wrapped packages, making identification simple.

Right: Displays that echo the smart dignity and richness of the package are fitting backgrounds.





The Package in the Making

By Nathan W. Edson

COME BEHIND the scenes of a packaging studio to watch the development of three different types of packages; two newly on the market, the third to be brought out this month. We take in turn these three products, each specialized, each going to a definite market, all of them commodities that have sold for years—stationery, paper napkins and wrapping paper—all staple merchandise to be sold in a highly competitive market.

It is necessary to say that the producer of these items planned them for sale in medium and high grade shops where contact through previous products had already been made. This at once limited the type of packages to some extent by taking them out of the low priced class. To be sure, they are not luxury products and the intrinsic value is there, but they all come within that rather elastic classification known as "quality" merchandise. To design packages for this quality market, then, where customers are willing to pay a good price for a good product, a market for discriminating tastes where an attractive package is as important as its contents, is the problem involved in all three cases.

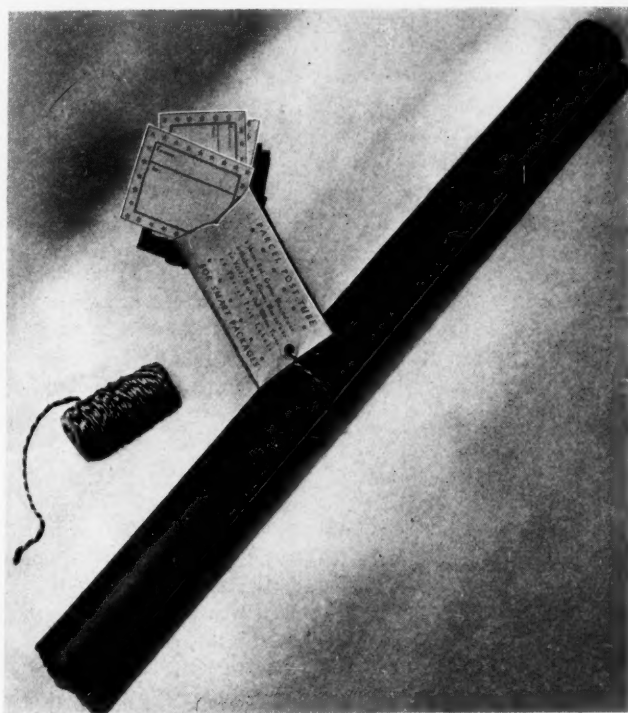
First: The stationery package intended for summer vacationists, a large and definite group of consumers. It

was to contain a quire of paper and envelopes and to retail for one dollar. Given the market, the merchandise and the price, what kind of a package should it be? In package planning there are five essentials to be determined, material, size, shape, design and color. Eliminating what we did not do, and giving reasons for what we did, here is the evolution of this vacation box. The first question to be decided was whether this box would be bought for personal use or as a gift. Both, we believed. Then, it must not be too bulky, so that it could be sent easily by mail, or carried conveniently in one's baggage. This determined the size, shape and material. It should be a substantial cardboard box about seven inches square and one inch deep. To make it different from other stationery boxes, let it have a double hinged cover to tie with a ribbon, easy to display. Where do vacationists go and what interests them? Their favorite treks are to the seashore and the lakes or to the country and the mountains. Very well, we must have two kinds of boxes, one with sailors and ships and waves and sea gulls and lighthouses; the other, with mountains and trains and forests. The seashore box should have an all-over design of waves in light blue with the figures in

Behind the manufacturer's desk through what stages of evolution does the intriguing package travel? The author of this article, associated with one of the most successful creators of packaged merchandise, gives us an insight into the inner workings of the designer's mind. Representing a phase of packaging problems, which clearly demonstrates the need for exhaustive study for the continuance of the package as an infallible selling aid, Mr. Edson gives us a clear picture of the feeling, thought and analyses devoted to the embryonic package.

darker blue. The country box should have mountains in green, with the figures in black. To give added distinctiveness the design for these boxes will be applied by air-brush, a method particularly successful where a bold, striking effect is desirable. The lining of the box and the ribbons are in colors to match that used on the outside. Presto! The boxes are complete. It is sometimes desirable to have an after-use for the boxes when empty. These happened to be just the right size for handkerchiefs.

Next, the package for paper napkins. This problem was to supply a container for fifty paper napkins that would retail for fifty cents. There were to be twenty-five



Designed by Amy Drevenstedt, this Christmas item will prove popular with consumers for all year round use

each plain green and yellow luncheon size napkins having a scalloped edge. The market aimed at was for picnics, yachting and informal home use. Here was a medium priced item with but two distinguishing features; the colors were good and the scalloped edge was unusual. Of course the box must show both. It was decided to use a stand-up box with a center compartment and hinged sides tied by a ribbon at the top. The top and ends were open, even when the box was closed, to show the colors and the scalloped edge. To give the box a summery appearance, a flowered chintz design in green and yellow to match the napkins was used on the outside of the box, on the inside a plain green glazed paper; the box tied with a green ribbon. This napkin package is a good example of the slogan used by some box manufacturer—"They see the box first." In fact, it is a rather unique

box in that the container costs more than the contents. Before this box was definitely decided upon an interesting experiment was made in cooperation with a large department store. Samples were made and displayed for one day without any advertising. Forty-seven customers were sufficiently interested to pick up the box to examine it and out of these forty-seven there were thirty-nine sales. The high cost of the container was apparently justified.

The third package is particularly interesting for two reasons; it is to be marketed this month and it is an entirely new presentation of a product. Briefly, it is a combination of wrapping paper, twine and labels to be sold for the outside wrapping of parcels, through department stores, stationery and gift shops and will retail for one dollar. While there is always some demand for such wrapping paper, the big season is for Christmas.

So the design chosen was a small star pattern printed by a new process that gives a water-marked effect. There are three colors: red, green and blue, and the paper cover is a heavy weight manila, strong enough to guarantee safe delivery of the contents at the time of year when packages are not given much consideration in handling. For many years decorative papers for inside wrapping have been used, but this we believe is the first time that an attractive outside wrapper has been marketed. Thrifty housewives always save heavy papers of the "brown" variety that come around miscellaneous bundles, and at Christmas time these are brought out generally creased and often with shipping marks on them. When turned inside out they serve the purpose, but now particular people can get that fresh appearance in their packages by using gay colors on the outside as well as within.

The size of the sheets is another contribution to simplify the wrapping problem for there are three sheets thirty by forty inches, large enough to wrap a man's suit box, and six sheets twenty by thirty, all in assorted colors.

Twine is included in this package wrapping ensemble, thirty yards of heavy black and white twisted cotton. This will be sufficiently strong and the black and white will make a striking package with any of the papers, red, green or blue. The third item is the label. This had to be in a color to harmonize with the three different wrappings. A cream gummed stock with a star border printed seemed the best solution. Twelve of these labels complete the contents of this package.

Having determined the contents, should the package be flat or round? If flat, it would please department stores, always interested in compact articles; on the other hand, the paper would have to be creased, which always gives a second-hand appearance to a package. If rolled inside a tube the paper will have the desirable freshness but the tube is more bulky to handle and does not show the contents; this latter objection is serious, because during the holiday (*Please turn to page 68*)

Uniformity in Coffee Packaging

THE BERDAN COMPANY of Toledo, Ohio, among its other activities, blends, roasts and steel cuts several brands of coffee: Chef; Old Tavern; Empire; Red, White and Blue; Blue Boy; Green Label; Man o' War; and Spring Hill. These are uniformly packaged in one-pound cartons and then packed in three sizes of corrugated shipping cases which hold, respectively, 12, 24 and 36 packages. The same equipment is used in the packaging of each brand and it is only necessary to change the supply of ground or whole bean coffee to that of the required brand and the labels. It is also of interest that the installation of the two units which per-

form the packaging operations is so placed as to utilize minimum floor space—a condition that was desirable when the machinery was first put in place, and still exists.

The bags of green coffee, as received at the plant, are placed in storage until made up into the required blends. This is done by placing the desired amounts of each variety in a special tank or bin where they are mixed to assure uniformity. The blend is then removed to the roasters where a further mixing as well as the roasting takes place. Following this is the operation of steel cutting the coffee beans during which the chaff and any foreign matter is removed.

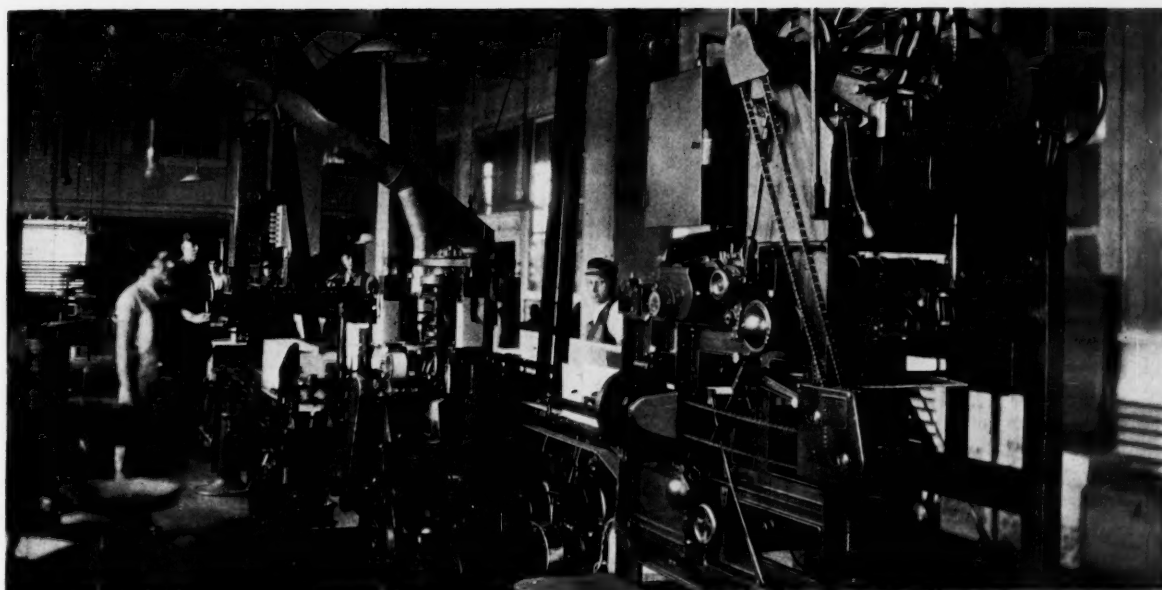
The coffee is now ready for packaging and is placed in hopper bins which feed directly to the filling units in the packaging line.

The equipment in each of the two packaging lines is identical. In arrangement, each of these extends in a continuous straight line from the liner machine to the tight wrapper, while the carton former and bottom sealer parallel this line at the head end, the direction of travel making a right angle turn before entering the liner machine, thus saving space. Production is at the rate of 50 packages per minute.

Plain, knock-down cartons are fed automatically to an opening device, blocked and bottom sealed, and then moved by belt to the carton liner where waxed glassine, fed from a continuous roll, is formed into a bag that is inserted into each carton. The lined cartons then travel by belt to the filler where two fillings—one by volume and the other by weight—complete this operation. The cartons then pass through the top sealer which folds over the lining and seals the top flaps. At this point an automatic counter

E. H. Rehnquist





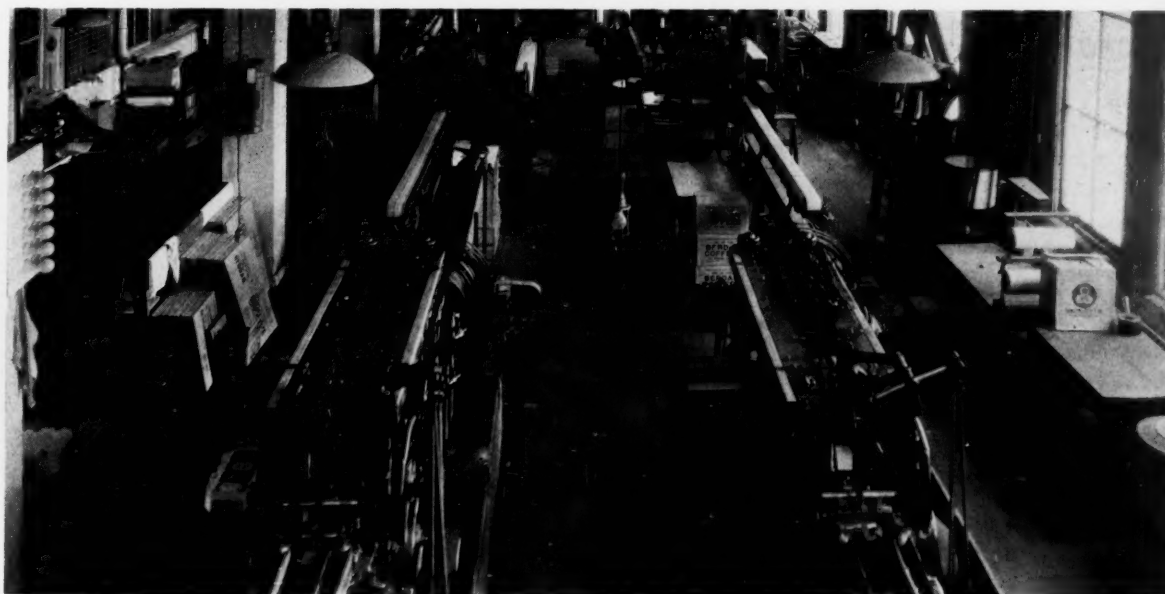
Unit in the plant of the Berdan Company where plain, knock-down cartons for Berdan coffee are automatically blocked, bottom sealed and lined with glassine bags which are automatically formed from a continuous roll of paper

records each filled package, which then passes through a pressure unit and on to the tight wrapper. Here a printed wrapper is automatically wrapped around the plain filled carton and the end flaps as well as the side seams firmly glued down. A dating device marks the date on each completed package as it passes through the tight wrapping machine. The cartons are then packed by hand in corrugated cases which, after sealing, are moved through a pressure unit and then placed on trucks by operators for delivery to the shipping floor.

While not spectacular in appearance, this installation furnishes an excellent example of uniform coffee packaging, incorporating an economical consideration of space, equipment and output. Through the use of standard sized cartons and wrappers it is possible to package the various brands without adjustment for different sizes, and to maintain equal rates of production for each.

A plant of this type enables the use of a standardized size for cartons, a proceeding which has been strongly advocated among coffee manufacturers.

The tight wrapper unit for filled cartons of Berdan coffee. Printed wrappers are automatically wrapped around the plain filled cartons, end flaps and side seams firmly glued down



Editorially Speaking — —

Retrospection and Conspection

Expressing opinions in the first issue of a new volume is not unlike starting a fresh page in a diary. Current events are recorded, predictions or anticipations are expressed. The writer of each enlists the aid of the experiences which he has already chronicled, both as to form and, let us say, policy. But one feels somehow that a new page offers new opportunity—a clean slate, if you will—and that in itself provides sufficient inspiration to create the desire to improve on any accomplishments that may have been attained. One is inclined toward mental stock-taking.

To make the proper start, in conformity with these opinions and in introducing the new volume of this publication, we are reviewing briefly some of the high lights evident in the past year of packaging history. Outstanding and of first importance on the list is the increased use of transparent cellulose wrappings and packages which has carried with it the development and production of machines for applying or forming same, improved applications of color in printing and other advances that have come as the direct result of this utilization.

There has been a decided improvement in designs as applied to cartons and paper boxes. Such designs have been, for the most part, more expressive and individualistic as to the merchandise contained therein. A similar advance has also been noticeable in the structure of this group. The trend toward duplication of designs as applied to the several elements of the package ensemble—bottle, tube, carton, etc.—has increased. Improvement in and a swing toward more sensible design have been particularly evident in patent medicine, hardware accessory and household product packages.

We have also seen in the past year a wider adoption of decoration as applied to shipping containers; greater variety of shapes in glass containers; increased use of smaller sized labels, particularly as applied to bottles and jars; more general utilization of reuse containers. As pointed out in a summary of trends in fancy and decorative papers, published in the August issue, there has been a greater demand for pastel shades and more conservative designs, as well as for gold and silver papers. The use of molded closures has steadily increased; so, too, has the adoption of plastic materials for containers of various types.

Of special and significant importance was the first packaging conference and clinic held in New York last May under the auspices of the marketing division of the

American Management Association. The attendance and interest shown throughout these meetings and in the exhibits proved definitely the place of the package in present-day merchandising and paved the way for future conventions that will be confined to packaging activities and the consideration of the package as a merchandising device.

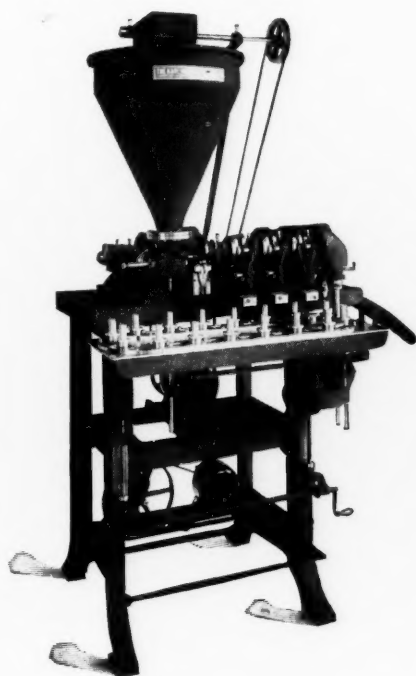
Mention has already been made of the development and production of machines in which transparent cellulose is utilized. Improvement in cartoning machines, labelers, capping devices and bag filling machines are among the accomplishments in machinery progress to be credited to the past year.

Through the cooperation of several groups of manufacturers or associations and the Federal bureaus there has been marked activity in the progress of container standardization. The number of sizes of cartons, cans, bottles, jars and other types of containers has been substantially reduced to effect greater economies, and it may be expected that future work in this direction will continue.

All of these events, constructive in performance and significance, taking place during a period of depression, unquestionably indicate a permanency and continuation for packages and packaging that is seldom found in any industry. While it is true that certain supply and equipment manufacturers catering to the packaging industry have found sales or profits below past performances, the total expenditures made by package users has been greater and, likewise, there has been an increase in the number and variety of concerns who have entered the supply field of the industry. It has been characteristic of companies who have already recognized the merchandising possibilities of packages to expand their facilities as rapidly as economical production and distribution permitted. The newer entrants have proceeded cautiously for the most part and have been, no doubt, handicapped by the effect of general business conditions. Firmly entrenched as an integral part of production and merchandising in a number of the basic or "necessity" industries, packaging occupies the particularly happy position of being affected less in times of depression and also participating to a greater degree, and with more resiliency, in periods of improved prosperity.

To us, the past year has been one of encouragement and inspiration. There has been little of the humdrum and monotony to our job, for each day has brought an interesting variety of inquiries and problems that called

Handles All Sizes of Tubes



The "Cincinnati" Tube Filler and Closer

The "Cincinnati" Tube Filler and Closer is adjustable for any size tube from $\frac{1}{2}$ " to $1\frac{1}{2}$ " in diameter, and for any length commonly used.

Adjustments can be quickly made when changing from one size to another, due to the simplified construction of the machine. Just one of the many advantages of this new Kiefer development.

Another

The Kiefer Clipless Closure

No more clips. No clip troubles. Thousands of dollars saved every year. A tightly-sealed, securely-locked closure.

Ask for sample tube. Test it.

And remember this when you decide to save the cost of clips—longer, more expensive tubes are not needed to make the Kiefer improved closure.

Write for our new booklet describing all the advantages and features of this machine.

The Karl Kiefer Machine Company
Cincinnati, Ohio

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

for attention. It has been our privilege to cooperate with an increasing number of both suppliers and users of packages and packaging equipment; we have contacted new sources of information, as the result of which the equipment and ability of the entire staff have been substantially enlarged. In physical appearance MODERN PACKAGING has attempted to reflect the progress manifest in the present-day structure and design of packages and to present to its readers an entertaining and instructive visualization of what is apparent or predicted in the field. To continue this policy, to advance every means for furthering the progress of the industry and rendering greater service to readers is our earnest intention. With this preamble, we look forward with enthusiasm to our new fiscal year—Volume Five—secure in the belief that we can, as in past years, count on the encouragement and cooperation of our readers and advertisers.

Designs of the Future

What the design and shape of packages in the future will be makes fascinating conjecture. The versatility displayed within the past year opens up a vista of radical departures which at this early stage reacts not unlike the first faint rumblings of the airplane age.

With the steadily upward rise of packaging in industry, it is inevitable that change in the design and technique of packages, such as has marked the history of other fields in the path of economic endeavor, will occur. We do not prophesy that such changes will alter the entire inner workings of packagedom. Nor do we unquestionably state that future packages such as illustrated on pages 34 and 35, so alien in form to present creations, will serve as basic examples for creative guidance a decade from now. We do unhesitatingly offer, however, for stimulating thought, the opinion that the day is not far distant when that which today is termed radicalism will invade the present comparatively even tenor of the package legions to some inconsiderable extent.

Explorations in the field of undeveloped possibilities have been started by a few organizations whose positions in industry are solidly entrenched. Influenced by the demand of these manufacturers of packaged products, the inventive genius of supply manufacturers is slowly working toward the availability of suitable mechanical requirements. Efforts so far expended have not been entirely unsuccessful. Contrary to general opinion, some unusually designed containers have been successfully manufactured.

The trend toward the future style of packages, as yet in an embryonic state, has made itself strongly apparent to those in the industry who feel and know that packaging in its present concept cannot stand still nor perennially repeat itself. There is room for change, for improvement, and that this improvement will follow along the lines of the supposedly impossible from a mechanicalization standpoint, is evident.

Looking ahead into the future, the signs are unmistakable. We remind those to whom this prophecy seems

mere jargon that we have about us today that which our fathers, too, thought unattainable. A review of all that has been accomplished in the commercial world within the present century is ample justification for our belief in the future revolutionized change in package design.

What Have You for "Ideas"?

In the August issue we announced the intention of conducting an "idea" column.

The initiation of this appears on page 36; its continuance depends on the interest shown by readers.

"There is no closed season for ideas"; sometimes they just "happen," often enough they are the result of much study and thought. But these conditions in no way affect the value of the ideas in their ultimate applications, for frequently those requiring the least thought and effort will prove to have the greatest worth.

Due to the comparative "newness" of packages as a factor in merchandising, a lack of inhibitions and customs such as have handicapped other forms of distribution and the fact that packaging has enlisted to its cause many individuals experienced in other lines of endeavor are all reasons why big things in the direction of new developments adaptable to packages are to be expected.

The three "ideas" offered in this issue should serve to indicate the type of material that is to be featured in the new columns. We venture to say that these will be snapped up and put into practical usage without any great delay. The success of the new department, however, depends on its acceptance by readers. Our mail from now on will be more eagerly anticipated.

We Change Our Package

There is nothing like taking a dose of one's own medicine. We have been talking for some time about why, when and how to change packages. The subject has been something of a fetish with us—our readers want to know what is going on in package changes, and there is a lot to be said about them. So we have looked to our own laurels, and changed our package—the front cover.

We know now the pangs which many of our readers have suffered at breaking away from an earlier order of things. But the cause is worthy and we must practice what we preach. True, we took liberties, previous to this latest step, with the original design that introduced the first issue of the magazine and was used for many following issues. Those changes were slight and occasioned but little comment. Now we've adopted new lettering and a different background, but we've retained the identifying device with which, we believe, most of our readers are familiar and will recognize. It pleases us. Using the expression of a well-known radio orchestra leader, we "hope you like it."

A. Q. Sherburne.

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Color and Design Make a Striking Package

Recent pharmaceutical products are making heavy inroads into the sales of old established items which are

not keeping up with the times. The most recent product of this nature is Lorate, a medicinal powder for feminine use, shown in the accompanying illustration and manufactured by the Lorate Company, Inc., New York.

Victor Kessler



Designed by Clarence Cole, both container and carton in replica, emphasize the importance of color and good design in package dress as the primary elements in the function of the package. Particularly, in this instance, does color perform the function of unequivocally arresting the interest of the prospective purchaser. In design, the container for Lorate is exceedingly simple, modern and finely executed, but it is the choice of colors used and their manner of application that form the keynote of the package. The design, it might be said, was created for building up the color scheme.

Wood brown is the basic hue, used on the closure and in the design proper, graduating in two steps to an exquisite shade of rose beige for the background of the container. The word "Lorate" and the descriptive lettering are carried out in the basic color. Both from a display angle and appeal to the artistic sense of the consumer, Lorate fulfills all package requirements, presenting a perfect example of the ensembling of color scheme and design.

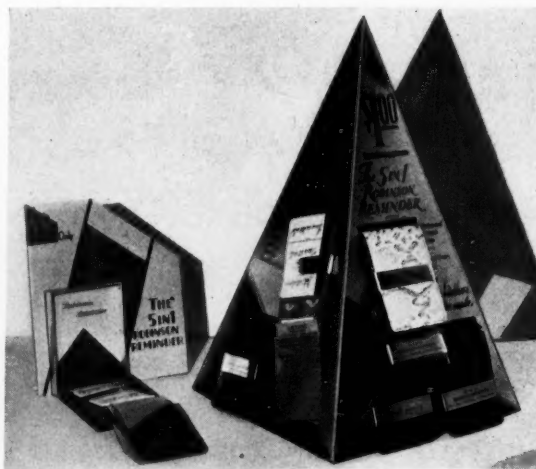
A Reminder Display

Today the busy man requires something more than a "string around his finger" to remind him of the many things he has to do. There is yet to be found a "memory course" which can prove infallible in every particular, although the Robinson Manufacturing Company of Westfield, Mass., specializes in the production of "reminders" and thereby furnishes competent substitutes for such shortcomings. By means of perforated coupon pages, inserted in a leather case (provided also with pockets for cards, licenses, comb and other gadgets) the business man is able to keep live notes—the note pertaining to a particular item is destroyed when that item is attended to. Very simple and orderly.

As an aid to selling Robinson Reminders, the company makes use of a silver pyramid display—reproduced in the accompanying illustration—which, it is understood, has been quite successful. This display, which takes but little counter space, consists of four sides of silver coated boxboard which are slotted to receive and hold the reminders. The lettering is in black and two colors (red and purple) are used.

Shown also is a gift box display which is quite effective. In developing this display card the purpose was

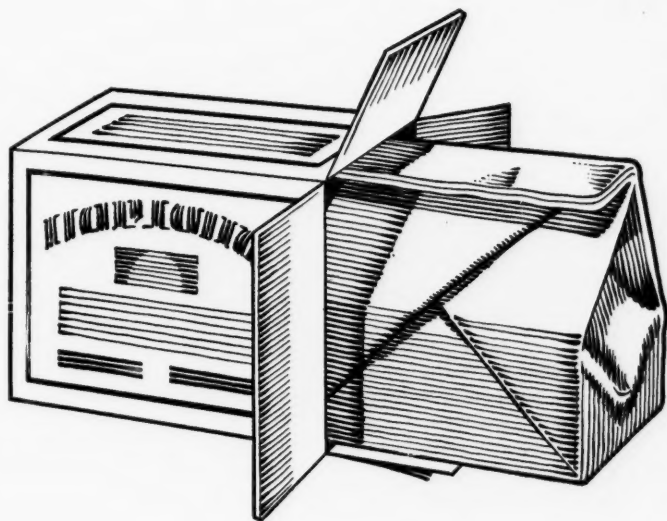
to provide a card that could be attached and shipped flat with the box so that when the latter was opened the dealer would have to give it prominent display and



could not conveniently set it aside on the shelf. The box semi-permanently attached to the card by means of metal clips is not damaged when the card is removed.

Hear ye! Hear ye!

GOAT now builds The Anderson Satchel-Bag Packager



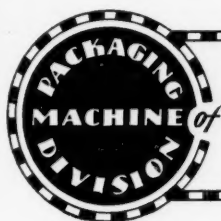
This is the machine which
produces what is known
the world over as-----

**"The
Perfect
Package"**

The Perfect Package
—for foods in powder form
—free-flowing or non-free-flowing
—sold in a single "batch."

The Machine
—makes the Satchel Bag
—fills and closes it
—loads it into carton
—seals the carton
—25 to 35 per minute complete
—and is doing this
—for Jello, Royal, Junket
—and others.

Are you manufacturing a food-powder product? Or do you contemplate doing so? Then we respectfully urge you to inquire of us concerning this unique satchel-bag package: moisture-resisting; sift-proof; guards its contents in their original form and condition; sanitary; economical to make and fill; pleases the User by its appearance and ease of handling.



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Specialty Agriculture -- A New Recruiting Field for Packaging Converts

By Waldon Fawcett

IT ISN'T OFTEN, at this advanced stage of package adoption, that the cause of packaging accomplishes mass conversion. That is to say, takes into its camp, with a single gesture, an entire group of industries—a diversified strata of production. Individual additions to the packaging procession are common enough. But the time has gone by when it would be supposed to be possible to garner, at one swoop, a numerous community of packaging converts. Yet is there in progress at the moment just such wholesale accession.

Specialty agriculture is the virgin field where packaging is sprouting. The pioneering that is under way is calculated to afford incentive and inspiration to other exponents of rural industry. More than that, it may, consistently, supply object lessons in ways and means to confirmed packagers established in conventional fields of packaging. Finally, the fresh activity promises new outlets for manufacturers of containers and all the paraphernalia of packaging. Beside all of which, there is the significant detail that packaging in this quarter is being encouraged by the Government, via the research and promotional agencies of the U. S. Department of Agriculture.

Packaging in the sphere of specialty agriculture has a special extra interest for all observers of packaging progress because it constitutes what may well be the opening wedge driven into what has heretofore passed for a package desert. It is not wholly due to the proverbial conservatism of the farmer that packaging has made little headway with the producers of staple agricultural crops. The nature of the commodities and the units of sale have been all against parceling for individual consumption or household use. To be sure, a few bold

Rallying to the standard of packaging as a means of better distribution of its products, the field of specialty agriculture is making marked progress. This acceptance of the economic value of packages promises to add impetus to the public consumption of such products. In this timely presentation of facts relating to these new package converts, Mr. Fawcett has pointed the way to further adoption of the package idea among producers, and at the same time indicated increased opportunities for the suppliers of package dress.

explorers have, in recent years, struck out from the field of staples. Notably the potato producers of Maine and Idaho, who have tried direct marketing for boxed or bagged potatoes. But for the most part, yesterday's bulk output of agricultural staples continues to go bulk today.

That specialty agriculture is surrendering to packaging is only partly due to the fact that the physical character of the specialties is suited to packaging. Equally potent is the circumstance that the household uses of most of the specialties render delivery in package appropriate and convenient. Then, too, the spread in the agricultural field of the spirit of cooperative market-

ing (helped along by the Federal Farm Board) has encouraged packaging as the logical sequel of joint or collective branding. An illustrative case in point is afforded by the packaging history of Land O'Lakes butter.

The category of specialty agriculture is lengthening month by month. Typical of the lines embraced are honey, cheese, cranberries, raisins, dates, maple syrup, etc. Far more significant, from the packaging standpoint, than the surrender of these basic specialties to package dress is the circumstance that in the case of not a few of the specialty lines, the primary products are being supplemented or succeeded by elaborations or by-products which are going much farther in the direction of packaging, than did their parents. To realize what is happening one has only to glance at the lengthening list of cheese compounds, so called, or the amazing activity in the invention of honey combinations.

This entire subject has a distinct news flavor by reason of the fact that Congress, at its last session, took a hand in encouragement of the new "feeders" for packaging.

APPEAL

YOU should not handicap a good product with an ugly package. It must have an additional appeal to make it stand out on the dealer's shelf . . . Heekin Color Lithography on metal will give any container the appeal that attracts . . . the individuality that says "buy me" to the consumer. Heekin is famous for true reproduction of colors that last on metal. May we be of assistance to you?



HEEKIN
THE HEEKIN CAN CO.

CANS
CINCINNATI, OHIO.

The national legislature appropriated \$75,000 for "factory-scale experiments in the utilization of farm by-products." The research work is to be conducted by the Department of Agriculture in cooperation with the Iowa State College which has plant facilities at Ames, Iowa. While the primary purpose of the new program is the profitable use of material now discarded—including packing-house, cannery and creamery wastes—it is a foregone conclusion that, ultimately, the scouting scientists will make additions to the packageable products of specialty agriculture.

Two sharp spurs are driving the forces of specialty agriculture in the direction of packaging—packaging that, of itself, helps the products to sale. One of these major incentives is found in the necessity, in the case of many products of rural industry, of giving the consuming public a more intimate acquaintance with and fuller appreciation of the edible qualities of the products. Just to illustrate, in passing, how this works, it may be cited that it was only after the prune marketers had established contact via small packages that any considerable portion of the public was induced to eat prunes uncooked—as a confection, so to speak.

THE OTHER MAJOR INCENTIVE that is leading farm folks, individually and collectively, into the paths of packaging is found in the necessity of conserving crop surpluses. Theoretically, bumper crops are a boon to the farmer. Actually so, only in the event that he can turn to profitable account the full yield of his harvest. This 100 per cent utilization is apt to be as difficult of accomplishment in the case of specialties as it is with staples such as wheat or cotton. The market will absorb no more than a certain quantity of the product in its fresh state or in the raw state. The balance is a dead loss unless some means can be found for holding it (in the original or converted form) until such time as the market will accept it.

Just here, packaging spells salvation. It is not so often that mere packaging in smaller units will increase the normal consumption of an agricultural specialty—albeit this has been proven in the case of cranberries and some other delicacies. But packaging makes it possible to transform the surplus into edible forms which will win consumer-acceptance without injurious competition with the fresh product. An ideal example is afforded by the lengthening list of farm-prepared fruit products. Not only do the attractively packaged jellies, jams, preserves, marmalades, apple butters, etc., find sale when the market is barren of fresh fruit, but it has been proved that a purchasing public which has reached the saturation point on fresh fruit will continue its parallel purchases of processed specialties. An outstanding example of the employment of packaging as an "escape" from agricultural specialty overproduction is afforded by the success this past few years of the "fig clubs." Confronted by the loss, each year, of a large portion of the fig crop which could not be shipped satisfactorily in the fresh state, growers formed fig clubs and literally saved the day with canned or preserved figs portioned in small units.

In some of the branches of specialty agriculture the evolution of packaging is yet only at the half-way stage. As much remains to be done as has been accomplished and packaging resources as yet virtually untouched will ultimately be brought into the picture. An outstanding case in point is afforded by the cranberry industry. To date, the major producing forces in the cranberry industry have not bothered their heads with the processing, packaging and marketing of cranberry derivatives or by-products. What has been done in that quarter has been accomplished mostly by outsiders. More than that, the majority of the cranberry growers have not yet commenced to think in terms of small package units. At the same time, the advance that has been made from the inflexible traditions of barreled cranberries makes it a fair guess that the cranberry market will, one day, be the scene of daring adventures in packaging.

AS INDICATIVE of the spirit of change that is at work, it may be noted that interests such as the New England Cranberry Sales Company (controlling 65 per cent of the cranberries raised on Cap Cod) no longer sell cranberries in barrels but market the output exclusively in wooden boxes containing one-quarter of a standard barrel or approximately 25 lbs. of fruit. Even this break-down of the package unit has worked wonders in securing wider distribution at the opening of the season. Furthermore, consumption has been stimulated. Before the smaller wooden packages came to the rescue 500,000 bbls. was considered an excessive crop, resulting in low returns to the producers. At present, thanks to the reduction of the standard package unit, combined with the "Eatmor" campaign, a crop aggregating the equivalent of 650,000 bbls. is handled with profit.

Perhaps the best single example of the revolutionary influence of packaging in the agricultural specialty field is afforded by honey. Honey is one of the oldest foods known to man and contains, in limited quantity, practically all the elements of a perfect food except the vitamins. Yet it has waited upon the injection of modern methods of packaging to enable the annual sales of honey to pass the \$25,000,000 mark. Indeed, credit is due the specification that goes with systematic packaging and labeling, thereby subordinating the blended honey that failed to click with many consumers in the past, and featuring, in its stead, particular flavors of honey representative of individual floral sources.

Back in the gay nineties and before, honey was shipped exclusively in barrels and kegs; about the beginning of the present century, these wooden packages were dropped almost entirely and in their stead came the 60-lb. square tin cans. These five-gallon cans, packed two to the case or box, continue to this day as the standard containers for wholesale shipments to distant markets. Recent progress has been almost wholly in terms of retail packages—glass and tin. Thus far the utilitarian angle has been almost the sole consideration. As, for example, with the producers who insist upon use of the

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• for packing •



• for sampling •



IF YOU manufacture medical or food tablets the efficacy of which depends on their freshness, purity and strictly hygienic condition, dispense them in the one thoroughly practical, sanitary and economical way—in SANITAPE. Famous manufacturers are becoming more and more sold on the unique advantages of SANITAPE; on the feature of absolutely airtight protection in clean waxed paper; on the desirability of putting up their product so that individual units are available while the remainder of the supply remains untouched and safely sealed; on the remarkable economy of this up-to-the-minute method of packaging—and on the immediate sales impetus SANITAPE gives every product it carries.

Every manufacturer knows the importance of protecting remedial or food agencies from the invisible impurities of the air as well as from actual dust particles. SANITAPE does this by keeping quantity tablets *completely sealed* in a carton, until every unit is used. A strip of SANITAPE carrying a sufficient number of tablets for use during the day may be detached from the supply and carried in the purse or pocket, thus increasing the consumption of the product.

Let us send you a booklet describing SANITAPE and its unusual features.



Ivers-Lee Company

215 Central Avenue, Newark, New Jersey

metal package because it enables them to market a larger proportion of the darker grades of honey. But lately there is a stirring of interest in package variation and improvement as a means of stimulating sales of honey.

The Mason jar was the original honey package for the retail trade. Recently, more especially since the sensational development of roadside stands as outlets for honey, some of the small producers have veered to tin pails in the 2½-, 5-, 10- and 12-lb. sizes. But most of the packaged honey that is now coming from the large packers is put up in glass, the smallest size being the two- and three-ounce individual glasses for restaurant use. The larger packages include the one-half pound, one, two and three-pound units. For all the dominance of the glass package in the honey trade, it is beginning to be recognized that the glass container is suitable only for honey of a comparatively light color, the grades that range from light amber to water white.

Comb honey was neglected while the glass package helped its more showy sister to go on parade. Now thanks to packaging progress, comb honey has the center of the stage. The advent of transparent cellulose and other semi-transparent protective wraps has ushered in a new era for comb honey. Marketers of comb honey, in the standard 4 by 5 in. or 4¼ by 4¼ in. sections, have likewise discovered the lithographed carton and are capitalizing its powers as a marketing aid. No less an authority than Harold J. Clay, honey marketing specialist of the U. S. Department of Agriculture, tells me that the trend to "wrapped" honey will inevitably mean the use of fewer wood and glass packing cases and greater dependence upon cases of corrugated cardboard.

AFTER ALL, though, the big sensation in the honey sector is found in the by-paths. Just as, in the packaged cheese market, the cheese compounds and mixtures are stealing the limelight from the primary product, so the honey combinations are, by the miracles of packaging, overshadowing the straight specialty. Honey is making a bid for the confectionery market that has already brought startling results, and a variety of secret mixtures of honey, fruit, etc., are invading the market for jellies, jams, preserves, etc. Undismayed by the fact that beverage bottlers have, these past few years, cut drastically their consumption of honey, the marketers have encouraged a whole new generation of honey—plus specialties in handy packages.

By way of indicating how numerous are the packaging recruits in this quarter let me muster a few of the specialty producers, enumerating their respective pets. The roster includes: John G. Paton Company, 230 Park Ave., New York, Creamed Honey; Mountain States Honey Producers Assn., Boise, Idaho, Cream Honey Whipt and Honey Syrup; C. W. Aeppler Company, Oconomowoc, Wis., Cellophane Comb Honey; J. E. Crane & Son, Middlebury, Vt., Honey Apricot Spread; Dancer Candy Company, Lawton, Mich., Honey Health Bar; Ontario Honey Producers' Assn., Toronto, Canada, Honey Nut Butter and Honey Candies; C. L. Pinney, Le Mars, Iowa, Candied Honey

Coated in bar style; Smithfield Products Company, Richmond, Va., Honey Mint Gum and Honey Fruit Gum; Folly Town Co., Chicago, Milk and Honey Puffs.

Perhaps the best augury for the spread of scientific packaging is the presence in the agricultural specialty field of well-backed firms that are constantly experimenting with new products, many of which will require corresponding originality in packaging. As an example of this type of pioneer we may cite the Pacific Slope Honey Company of Seattle, Wash. This firm has lately carried out experimental work with jellies having a honey base and will, ere long, be able to enter the market with a whole line of honey jellies and honey-fruit jellies. The Seattle trail-blazer has already attacked the market with "Honey Fluff," a combination of honey and marshmallow which is understood to be 90 per cent honey.

Peanut glorifications afford a demonstration almost as impressive as the honey combinations of the power of packaging to enlarge a market. There is nothing new about peanut butter and salted peanuts. But there is much that is new in the technique of packaging. Take, in proof, the adventure of Tom Huston Peanut Company of Columbus, Georgia. Here is a concern that has skyrocketed, in a space of four or five years, from a one-man plant in a small shack to an institution for which an offer of \$4,500,000 is reputed to have been refused in connection with a merger project. Part of the credit for success goes to the invention of improved peanut-shelling machines. An equally large share belongs to the ingenuity displayed in packaging.

After "toasted" peanuts had been evolved, came distribution direct to the trade as a means of insuring fresh stock—a device that is responsible for recent development in more than one branch of specialty agriculture. Then came the package struggle. Tom Huston had a hunch that he wanted a peanut bag or container which could be tilted so that a peanut lover could drop the goodies into his mouth by tilting the bag, without the necessity of handling the contents. He finally got what he wanted, but after a struggle and by paying in the beginning three times what a conventional package would have cost. Something of the same packaging idea has been exploited by the Turner Nut Company of Florence, S. C., in its "Handy Chute" bag for French-fried Caronuts. The list might be extended indefinitely, recounting in turn the packaging triumphs of date growers, mushroom specialists, the Vermont maple sugar strategists, and other groups within the ever-widening circle of specialty agriculture. But, matching the number of fields where packaging has already revised the fashions of marketing, are other by-paths of rural industry which only await the waving of the magic wand of packaging to bring more direct contact with consumers and increased volume of sales.



Quart baskets of Tru-Blu-Berries, wrapped in transparent cellulose by the Blueberry Cooperative Association of New Lisbon, N. J., bring 40 cents more a quart than those put up in the ordinary way.

A Practical Milk Bottle

Present-day prices of milk and cream have made the inclusion of cream in the preparation of foods a luxury. The day is long past when a recipe that demands a pint or a quart of whipping cream as an essential ingredient is a favorite with the economical housewife.



The average food budget will not stand the strain of quart after quart of whipping cream and the economical housewife has been forced to resort to less expensive dishes to satisfy the desire of her family for fancy desserts.

The new milk bottle which has been introduced recently by the Fairmont Creamery of Lawton, Oklahoma, places the luxury of whipping cream well within the food budget. The accompanying illustration demonstrates the new feature of this bottle—a bulge in the upper part which collects the cream. A metal ladle or separator is issued with each bottle and it is by the use of this ladle that the heavy cream is separated from the balance of the milk. The ladle is inserted edgewise in the mouth of the bottle and moved downward gently as far as it will go. It is then held firmly in position at the narrow portion of the bottle making it possible to pour off the cream without the milk.

Naturally, a bottle of this type must be filled with a

very high grade of milk. This company guarantees that the milk is rich in butter fat and that each bottle contains a generous portion of whipping cream, providing the average family with the daily luxury of heavy cream for use in coffee and desserts.

Interesting literature, printed in colors, is distributed by the company. Each one of the circulars shows in natural colors the desserts and sweets that may be made with whipped cream. Recipes for many attractive and toothsome desserts are also given.

The company reports that this new bottle has met with general approval on the part of its regular customers and has resulted in increased business. Many inquiries are being received daily and it is expected that this innovation will materially increase the quantity of milk sold each year.

Cartons for Corsets Redesigned

To possess a package that would tie up with the trade mark name and which would reflect femininity and daintiness, the Strouse-Adler Company, New Haven, Conn., designed the two upper cartons shown in the accompanying illustration. The former carton, which was used to package both types of corsets, is shown at the bottom.

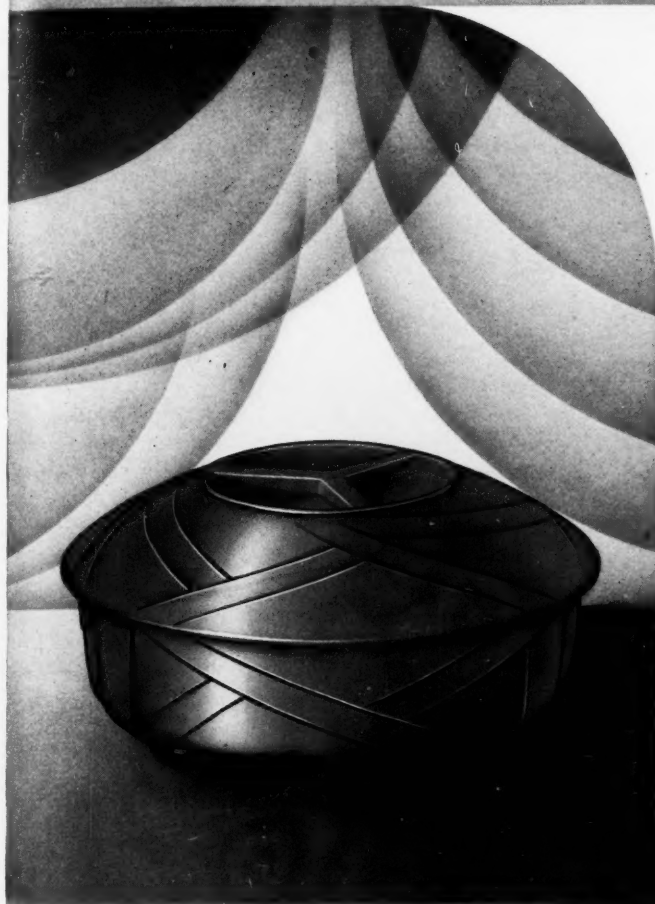
La Spirite carton for the lighter weight and type of corset is executed in rose and silver against white, and reflects in design all the qualities its name connotes.



The C/B carton, dignified and simple, yet solid, in design, to fit in with the type of product, is carried out in green, silver and black against a white background.

In addition to their modern and eye-catching appeal, the new cartons have the advantage of good display on the retailer's shelves, making the sale of the product easier and more rapid.

THE BOX THEY CAN'T THROW AWAY



"A thing of beauty is a joy forever!"
Think how much better it would be to pack your product in a container of enduring usefulness *that won't be thrown away*. This beautiful molded jar, designed by the Norton Laboratories, is just the sort of container that offers a perfect method of merchandising your face powder and other cosmetics, candy, foods and a variety of other products.

The container illustrated is molded in Durez, Bakelite, Aldur and Lumarith, available in any color, with individually designed cover to suit your own requirements. When you pack in a jar of this kind, it makes but little difference in your packaging costs and all the difference in the world in the sales appeal your product has. Women are attracted to it—women want it—women buy it.

Norton Laboratories, Inc.
Lockport New York



Washington News

The varied uses and growing potentialities of transparent wrapping paper, as evidenced by the development of cellulose sheeting of this type, are attracting greater attention on the part of the European paper industry which is now developing a number of paper impregnating processes with the object of maximum transparency in view, according to a report received by the Department of Commerce from Commercial Attaché Marquard Lund at Oslo.

Impregnation, as a paper converting process, has developed rapidly in Europe during recent years, although it has by no means attained the importance and proportion that it has in the United States. The more common processes, such as waxing, oiling, and asphalt-ing, have been known for years; but the use of such papers, compared to the American consumption, is quite in its infancy in Europe. On the other hand, certain processes have been developed there, notably in the manufacture of transparent papers, and are more extensively used than in the United States.

European trade leaders state that the advantages of transparency in wrapping materials have always been obvious, but never to such an extent as with the development of transparent cellulose sheeting. Because of the investment necessary in its manufacture, and possible patent infringement litigation, there have been comparatively few competitive developments, except in cheaper imitations. Some of these are gelatine, and other impregnating processes. Impregnating is the least expensive, of course, requiring comparatively simple equipment. The solutions used seem to have a varnish base, although the actual composition is the secret of the manufacturer, and analysis is difficult. There has been a gradual improvement in the quality of these types of paper, most of which are produced from a tissue paper base, but the perfection of transparent cellulose sheeting has not been reached, according to European trade opinion. Further research is necessary before this is possible, the trade believes.

The vogue for transparent wrappings has also been taken up by vegetable parchment manufacturers. In Germany, so-called silver parchment has appeared on the market, while in Sweden one of the leading paper manufacturers has brought out a product apparently parchmentized to an unusual degree of transparency.

A parchmentized kraft paper was recently introduced on the market by a German manufacturer, which opens up another possibility for the use of kraft paper. The product is reported to be manufactured by a process similar to that used in the production of ordinary vegetable parchment papers, except that an unsized kraft paper is used instead of an unsized sulphite paper.

At a general conference of representatives of manufacturers, distributors and users of paper-board shipping containers held at Washington, D. C., on May 29, in collaboration with the Bureau of Standards of the

Department of Commerce, a simplified list of sizes of shipping cases and unit of pack for the simplified list of 27 sizes of cans approved by the National Canners Association was discussed and approved. The results of this conference are now available from the Department of Commerce and are being submitted for the approval of the industry affected. If accepted the recommendations become effective Jan. 1, 1932, subject to annual revision by a representative standing committee.

Several of the largest packers of food products in glass in this country, including H. J. Heinz Co., Cream-Dove Manufacturing Co., Inc., Kraft-Phenix Cheese Corp., The Chicago Association of Merchants, Stokely Bros. Co., Gold Dust Corp., The Great Atlantic & Pacific Tea Co., and National Preservers Association, Inc., have urged the Interstate Commerce Commission to give them a hearing in the pending case covering classification ratings on food products. Exception is taken to a recent report made by examiners, their recommendations being attacked from several angles.

The commission was told that according to the examiners' report rates prescribed for food products in glass are arbitrary and unreasonable. "In view of the extreme importance of this case to the packers and shippers of food products in glass," the Commission was also told, "we have to urge oral argument before you." Twenty-eight manufacturing plants throughout the United States with headquarters at Rochester, N. Y., and the National Association of Fruit and Flavoring Syrups also protested the report of the examiners.

It was further stated that the interests for whom these exceptions are filed insist that the conclusions of the report are not based upon consideration of the merits of the proposition that food products in glass should be rated no higher than the same products in tin, for less carload shipment.

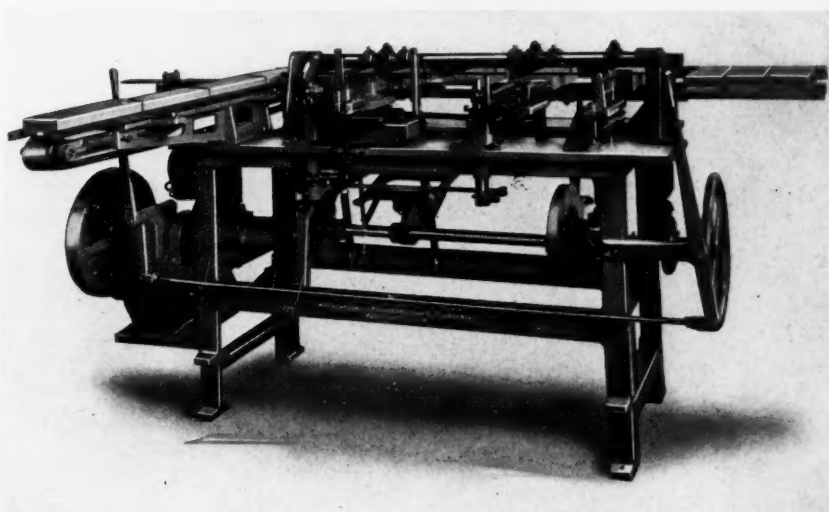
This proceeding grew out of the voluntary publication by railroads reducing the earnings on glass-packed food products to the same basis as when in tin, shipped in boxes or barrels.

Simplified practice recommendation No. R114-30, covering No. 1 kraft paper sealing tape, is now available in printed form. The recommendation establishes a simplified schedule of widths and lengths of rolls of plain and printed tape made from 35-, 60-, and 90-lb. basic paper, together with tensile and tear requirements for 60-lb. tape which is commonly used for sealing fiber and corrugated shipping containers. It also provides for testing methods, packaging, and marking of this commodity. It is estimated that the weights of paper used in manufacture of tape have been reduced from 8 to 3, or approximately 63 per cent.

Copies of the recommendation may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 10 cents each.

McDONALD LABELS

World-Famous Boxes



McDONALD BOX LABELER



THE incomparable efficiency of McDonald straight line production in spot labeling is now available to makers of larger boxes. Note the clean-cut, smooth end labeling of the hosiery boxes illustrated.

Fully automatic and adjustable in ten minutes, McDonald labelers are labeling one or both ends of millions of hosiery, shoe, cigar and face powder boxes. The boxes or covers may be labeled either before or after the covers are put on.

McDonald machines operate with maximum efficiency at the lowest possible costs, assuring complete and continuous satisfaction. If you have a labeling job to do, take advantage of the many years' designing experience of McDonald engineers. We shall be glad to answer questions and send you complete information.



McDONALD
ENGINEERING CORP.

220 VARET STREET, BROOKLYN, N.Y.

LOS ANGELES
443 So. San Pedro St.

LONDON
Windsor House, Victoria St. S.W.1

CHICAGO
1112 Merchandise Mart



And Now, A Fish Sausage

The accompanying illustration shows the newest product in the food industry, Barbecued Sal-Cod, a fish sausage from the Superior Fish Company, Seattle, consisting principally of salmon and cod.

Kippered salmon and barbecued cod being highly perishable, it was almost impossible to reach certain markets. The Superior Fish Company, after extensive experiments prepared, this new product in its cellulose casing, as shown, making the consumption of these two products possible in distant territories. Each sausage weighs one pound. The brand name, directions for



serving and the name of the company are printed in yellow ink on the casing.

Believing that it has been successful in the packaging of Barbecued Sal-Cod, the company is now conducting an extensive research in the wrapping of other products with cellulose casing.

A Smart Display Stand for Yardley Products

The dignified simplicity for which Yardley & Co., Ltd., of London, are noted is characterized in the attractive display stand for this company's assorted perfumes as shown in the accompanying illustration. This



is distributed by Yardley's New York office with one dozen \$1.00 bottles.

This stand, 7½ in. high, 10 in. across and 6½ in. wide, is made of cardboard covered with a shiny gold metallic paper. The back curves slightly away from the sides and mounts to an apex which bears the inscription in black lettering, "Perfumes by Yardley." The edges of this backscreen are shaped like a pillar, and the bottles stand on a silver base which rises on two gold tiers, one above the other at the foot of the backscreen. The base is hexagonal.

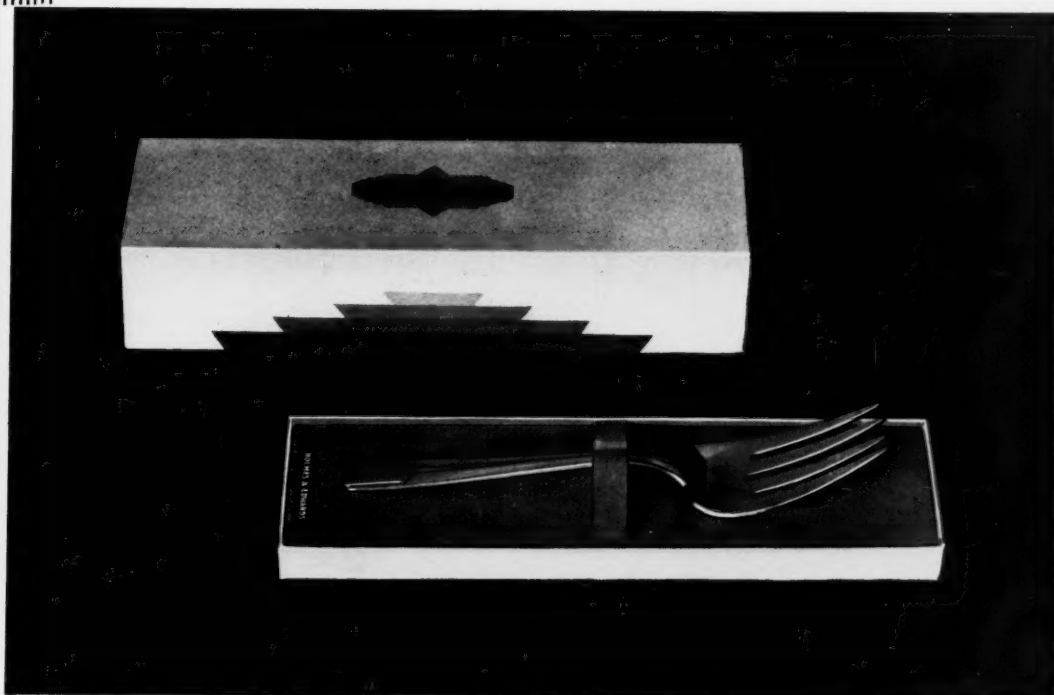
The display holds twelve bottles of the company's most popular perfumes and the labels for the floral odors carry a reproduction of the flower from which the extract is taken.



A group of recently designed packages, products of the Annette Products Co., Kansas City. Green is the dominant color though black and gold are used effectively on the labels.

WARNERCRAFT

THE FINEST WORD IN PACKAGING



Packaged by WARNERCRAFT to Meet the Standards of a Distinguished Manufacturer

FOR forty-two years WARNERCRAFT packages have been used by outstanding manufacturers to carry their articles throughout the world.

WARNERCRAFT offers a complete line of boxes to answer every kind of packaging need. If a folding box answers the requirements better than a set-up box, it is

recommended; or if a molded plastic box is the correct solution, WARNERCRAFT has it also. WARNERCRAFT is unique in this complete service.

Why not consult us in regard to your packaging needs? There is no obligation involved, and a WARNERCRAFT designed package generally points the way to greater sales and increased profits through more effective packaging.

FANCY SET UP
PAPER BOXES

FOLDING
BOXES

MOLDED BOXES
& CONTAINERS

ARTISTS &
DESIGNERS ALWAYS
AT YOUR SERVICE

THE WARNER BROTHERS CO.

BRIDGEPORT

CONN.

New York Office: 200 Madison Ave.

Printing on Glassine Papers*

By Thomas E. Dunwody

Printing on glassine papers is somewhat of a specialty, but it is perhaps surprising to many to know just how much of this work is being done. One estimate placed the consumption of glassine paper at approximately two hundred tons daily.

Because of the uses to which it is put, glassine must be highly transparent, moisture-proof, airproof and grease-proof and must have a high finish. It is usually made from spruce sulphite pulp and clear spring water without the use of chemicals.

Printing on glassine paper is being done on various kinds of presses and machines. The problems with which the pressman is confronted and the general procedure in doing this work are not unlike those encountered in general printing. The problem of ink manipulation is outstanding, for the ink must dry mainly on the surface of the stock as it cannot readily penetrate glassine paper.

More than on most kinds of printing, the troubles of slow drying, sticking and offsetting are ever present, and they constitute a hazard which the pressman must always be on the alert to overcome. He must plan and work continuously to avoid these troubles, but when once a shop becomes accustomed to doing this work, these troubles become small ones.

Ordinary inks will print on glassine paper, will look all right perhaps when freshly printed, but will not become affixed to the paper or dry. Print a glassine job in ordinary bronze blue, for instance, and it will look all right, but the chances are it will be just as wet two weeks afterward as it was the day the job was printed. Rub such an ink lightly after these two weeks have passed and the ink will come off readily, leaving the clean glassine paper as though it had never been printed. Such a job will never be fit to use, as the ink will never dry.

It is best to order inks especially prepared for printing on glassine papers. Several ink makers have had considerable experience in making inks for this purpose and it is true economy to order special inks from them

The use of special inks is recommended to obtain the best results in printing on glassine papers. Drying and subsequent treatment are also of importance. In this article the author outlines certain rules that should be followed in the work.

rather than to experiment with ordinary inks.

Inks for glassine paper printing must have tinctorial strength beyond the ordinary as a strong color is demanded and the film must not be too heavy. The color strength must be obtained, not from an exceptionally heavy film, but from concentrated color strength of the ink itself. The ink must be made with all the

pigment that the vehicle can absorb. A cheap ink with less than maximum color strength will not produce good results, but on the other hand will cause troubles which should by all means be avoided.

The drying of glassine inks must be continuously watched. On most other jobs the pressman can depend upon some help through absorption of the ink by the paper. This may be just what is needed to help him carry a good color without serious trouble from offset or sticking on some stocks, but on such stocks as glassine the inks lie on the surface and dry by oxidation. There are, therefore, more chances of sticking, sweating and offsetting.

Glassine paper being very transparent, it is usually desired that the ink be opaque. This shuts off the form of the object underneath and lets the design or type be readable; otherwise the effectiveness of the printed design would, in most cases, be partially killed. A great degree of opacity, therefore, must be possessed by inks to make them suitable for printing glassine work. The thickness of the film of ink affects the opacity to a certain extent and the pressman balances his ink between a heavy film that would cause too much offset and sticking and a thin one which would be too transparent perhaps and would not cover properly.

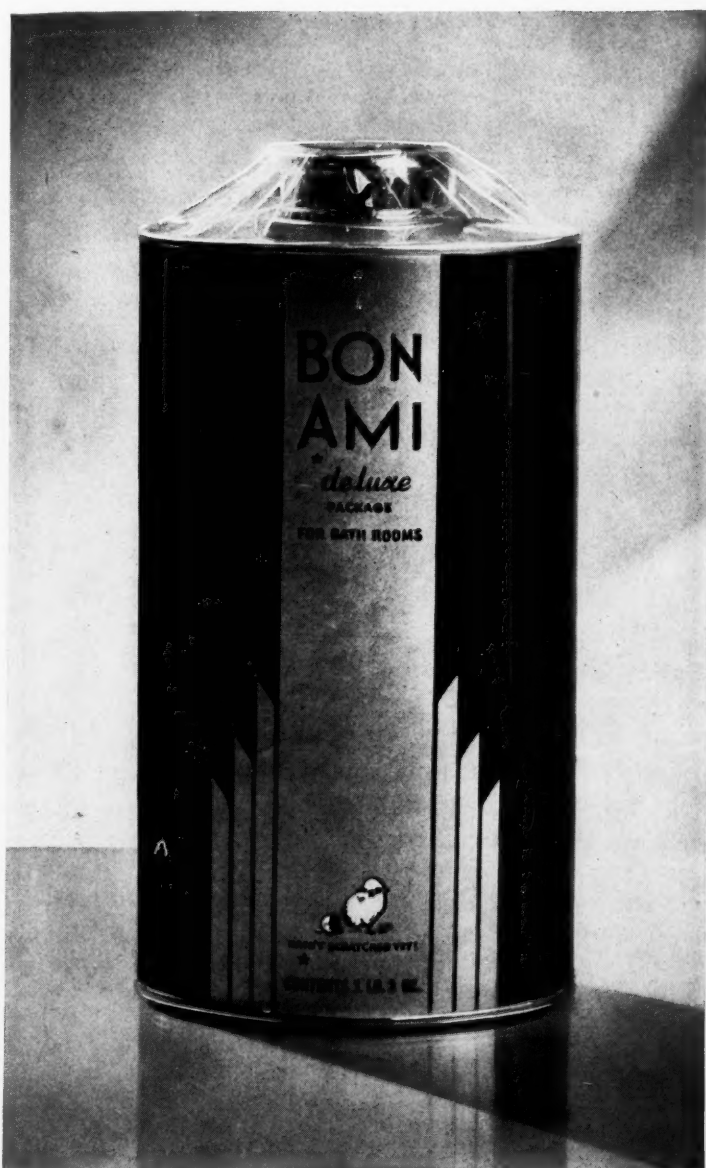
It is not difficult to make the proper ink show up strong and with a heavy gloss, for the paper itself is glossy and the inks best suited for glassine papers have a tendency to dry out in this manner.

It has been stated that designs that are to be reproduced on glassine papers should be drawn especially for the purpose. This is perhaps carrying the matter a little too far because solid or any outline drawing that does not have fine work in it (*Please turn to page 80*)

* Reprinted from *The American Pressman*.

Only a package

... but the creator of an entirely **NEW** market!



BON AMI HAS COME OUT IN "full dress"... one of the smartest new packages in years. And likely to become one of the most valuable.

Already the new bathroom package has won an entirely new market for Bon Ami... and this, without hurting the old. Sales have skyrocketed. We know.

For like so many other famous labels used in American Business, the new Bon Ami label was entrusted to "US."

Look at this label again. Smart looking in black and white, it is sensational in its varnished black and gold and little yellow chick... every detail correct. Details have to be correct in good packages. You expect them to be as a matter of course when you make "US" responsible for your label work.

***16 Branch Sales Offices
..... One is near you.***

THE UNITED STATES PRINTING AND LITHOGRAPH CO.

CINCINNATI

BALTIMORE

BROOKLYN

Tying Machine Performance in a Candy Plant*

CANDY BOXES are tied by two automatic tying machines in the Chicago plant of the National Candy Company. The machines operate approximately one-fourth of the time and reduce tying costs 50.9 per cent as compared with hand tying expense formerly encountered.

The machines, manufactured by the B. H. Bunn Company, offer advantages other than speed of tying

as they eliminate a complete handling operation of the boxes tied. They tie an average of 20 boxes per minute. This figure includes loading on trucks, ready for removal from the plant.

Packed boxes are taken from a table, placed in the machine where they are tied, and then loaded directly on the truck on which they are removed for shipment. The process includes two operations.

Hand tying formerly practised in the plant involved three operations. The packed boxes were removed from a table, tied, and then placed back on the table. When a sufficient number had been thus tied, they were

COMPARATIVE PACKAGE TYING COSTS— MACHINE vs. HAND TYING

General

| | |
|---|---------------|
| Number of machines used..... | 2 |
| Average number of packages tied per minute..... | 20 |
| Average usage per day..... | 3 hr. each |
| First cost of machines..... | \$525.00 each |
| Anticipated life in years..... | 10 years |
| Number of boxes tied per day..... | 4000 |

Annual Fixed Charges

| | |
|---|----------|
| Depreciation—\$1050.00 ÷ 10-yr. life..... | \$105.00 |
| Average interest at 6%..... | 34.65 |
| Maintenance and repair—\$10.00 per machine..... | 20.00 |

Total annual fixed charges..... \$159.65

Daily Operating Expense

| | |
|--|---------|
| Pro-rated fixed charges (300 days/year)..... | \$ 0.53 |
| Power—2 × 1/4 hp. @ 0.55 eff. × 1.75 hr. = 1.2 kw.-hr. @ \$0.02..... | 0.02 |
| Labor—2 × 3 hr. @ \$0.40..... | 2.40 |

Total daily operating expense..... \$ 2.95

Hand Tying Expense

| | |
|--|----------|
| Boxes tied per hour (5 per minute)..... | 300 |
| Hours required to tie 4000 per day (4000 ÷ 300)..... | 13.3 hr. |
| Daily labor charge (13.3 hr. @ \$0.40)..... | \$ 5.32 |
| Loading trucks (1.8 hr. @ \$0.40)..... | 0.72 |

Total daily cost, hand tying..... \$ 6.04

| Unit Tying Costs—Savings | Hand Method | Machine |
|---|-------------|---------------|
| Per 100 boxes—(\$6.04 ÷ 40.00)..... | \$0.151 | |
| —(\$2.95 ÷ 40.00)..... | | \$ 0.074 |
| Saving per 100 boxes (\$0.151 ÷ \$0.074)..... | | 0.077 (50.9%) |
| Saving per day (\$0.077 × 40.00 per 100 boxes)..... | 3.09 | |
| Saving per year (300 days)..... | 927.00 | |
| Return on investment (\$927.00 ÷ \$1050)..... | 88.3% | |

* A survey made by A. C. Nielsen Company in collaboration with C. W. Bunde, Superintendent, National Candy Company.



One of the portable Bunn tying machines at the National Candy Company

loaded on a truck to be removed. The fastest girl in the plant could tie 500 boxes in one-half hour, but average speed of hand tying is about 150 boxes per one-half hour.

The girls in the plant tie their own packed boxes. Each machine is used about three hours for wrapping. The machines are portable and can be moved from table to table as desired, so when placed handily between the table and truck they eliminate a handling operation.

The girls are paid on a piece work basis, but for the purpose of comparison, labor has been charged at \$0.40 an hour as average day rate. The machines are simple to operate and require oiling twice a week.

The comparative costs of hand and machine tying in this plant are shown in the accompanying table. As one

ART can make the

bird of business sing



Business doesn't need business men . . . it has them. Business men need *artists* to create new ideas, new contours, new patterns, new containers, new color combinations, new window displays, a new physical appearance for old merchandise. That's what ails sick business—old merchandise and idealess advertising have turned the public stomach.

Could the "Fisher Body" ever have been born in the brain of an automobile mechanic? The present day public is acutely style-aware and eagerly art-minded. It demands to be intrigued, dazzled and enamoured. It is tired of dull, drab, rubber-stamp merchandise. The kind that hasn't changed its physical appearance in years. The kind of merchandise that commands no respect except for its age and decrepitude.

Not just over-production but under-imagination is the shortcoming of big

business and little. It needs more Belascos and Ziegfelds and even Ringling Brothers and fewer two-legged ledgers and mere cost controllers. Successful merchandising today demands showmanship, theatrical thrills, prophetic vision, gamblers daring and above all new ideas in products, packaging and publicity.

Ideas in merchandising are protean. They may be as varied as the snores on a Pullman sleeper. A new idea may be the contour of an article. It may be the weave of a fabric. It may be the outward appearance of color identity of the package. It may be an advertising slant or symbol. It may be merely old wine in new bottles; a different way of doing the same thing.

Martin Ullman not only creates ideas for advertising, but he creates ideas for

the article advertised so that it will go to the dealer and user in the most seductive and productive form.

Martin Ullman's creative ingenuity runs up and down the scale from designing stunning boxes for chocolates and symbolic trademarks for dairy products to creating backs and packages of new playing cards for the largest manufacturers in the world.

His services embraces the planning of products, designing of trade marks, labels and packages, selection of shape, color and materials and the execution of every detail under experienced unified direction.

Martin Ullman is ready to work with any manufacturer who foresees the urgency of doing now what all manufacturers will be doing by-and-by, namely, making the wand of art re-create old merchandise into new.

MARTIN ULLMAN
250 • PARK AVENUE • NEW YORK

Art assistance . . . comprehending ideas and design . . . intelligent advice on any phase of package designing and product styling . . . for those who appreciate the value of good art properly applied in selling merchandise

machine has already seen 6 years of service, 10 years seems a reasonable life expectancy. Costs are based on a daily production of 4000 tied boxes, the average in the plant. The total cost of operating both machines is \$2.95. Based on former experience, the cost of tying boxes by hand, including the additional operation involved, is \$6.04. The costs per 100 boxes are \$1.51 and \$0.074 for hand and machine tying, respectively. The machines are thus effecting a saving of \$0.077 per 100 boxes, a reduction of 50.9 per cent. The annual saving is \$927.00 and is sufficient to return the first cost of both machines in slightly less than 14 months.

The Package in the Making

(Continued from page 43) season stores cannot afford to spend time explaining to prospective customers the contents of a dollar item. Here is a packaging dilemma, and it was solved by deciding that this new package, designed primarily to sell attractive wrapping paper, therefore should not be folded, but rolled in a tube. To show the contents, the tube was covered with three separate strips of paper of the three different colored wrappings inside. A new product and, appropriately enough, a new tube for showing it!

All that remained to be done was to attach the twine and labels to complete the ensemble. The thirty-yard-piece of black and white twine was wound on a spool and this, together with the twelve parcel post labels, was put in an envelope, made with an eyelet by which it was fastened to the tube with the twine. On the envelope was pasted one of the labels and on the reverse side a list of the contents of the entire package. Thus by turning difficulties into selling points a package is evolved which shows samples of the contents as part of the decorative scheme of the completed package.

The three containers described are in the spirit of modern design where line and color lend attractiveness to products, and in the tradition of modern packaging, where the container does its share of selling.

William Adams with Einson-Freeman

William G. Adams, managing director of the National Council of Traveling Salesmen's Associations of America has joined the Einson-Freeman Company of Long Island City, manufacturers of window and store display advertising. Mr. Adams will specialize in creative sales research in merchandising drug and food products with which he has had a broad experience as advertising manager of department stores and retail drug and grocery chain stores. He was formerly advertising manager of the Coulter Dry Goods Company, Los Angeles department store, and director of advertising for the Owl Drug Company chain on the Pacific coast. More recently he conducted trade research and market analyses for the McCann-Erickson Agency of New York, following which he supervised production of the dealer sales promotion service of the United Drug Company Rexall stores throughout the United States and Canada.

Spark Plug Protection

It has been proved, through actual increases in sales, that predetermined and protected quality has a definite value in the opinion of the motoring public. Such is the claim of Defiance Spark Plugs, Inc., of Toledo, Ohio, and is the reason behind its adoption of the packages that carry Defiance spark plugs.

Producing spark plugs of quality, predetermined by exhaustive ceramic, electrical and mechanical research, by high manufacturing standards and by rigid tests of materials and product, the company has sought to protect that quality by careful packaging. So—each



Quality products demand quality packaging. Note the thought put into the wrapping and cartoning of Defiance Spark Plugs

plug is wrapped in printed wax paper, the electrode and threads are protected with a spiral-wound, paperboard ferrule, and automatically cartoned. The cartons are then automatically wrapped in transparent cellulose.

The accompanying illustration shows the display box which contains six of the packed cartons. The latter are varnished and carry on two sides a poster reproduction, in black and white, of the spark plug. The other two sides bear the designation "Defiance Spark Plugs." The background color is orange.

While some manufacturers may say—"Why do anything that is not absolutely necessary?"—Defiance considers every improvement and step forward in packaging as a very definite part of its merchandising plan, giving the trade and the motoring public just another reason to look more favorably upon Defiance Spark Plugs, for, after all, merchandise is bought long before money changes hands—bought through an acceptance created in the mind of the purchaser.

Certainly one of the most positive methods of gaining such acceptance is through the eye. Given two products of equal quality, the purchaser will choose that which has "package appeal."

Defiance Spark Plugs, Inc., was the first company in this field to adopt transparent cellulose wrapping for its products, a feature which met with a hearty reception from salesmen, dealers and the motoring public.

The New ALLISON BAG CLOSER

Automatically
PACKS, FOLDS AND
SEALS PAPER BAGS
WITH TAPE



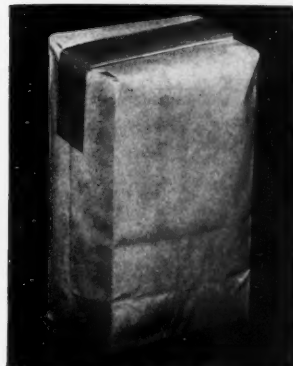
The completed package, with the contents securely sealed inside with the triple fold, and a strong strip of gummed paper tape.

A MORE ATTRACTIVE PACKAGE!

The Allison Bag Closer is designed for automatically packing, folding (with triple fold), and sealing with gummed tape, either lined or single paper bags. Operation is continuously automatic. The finished bags are uniform in appearance and size, solidly packed, and are easy to handle and pack in cartons or large paper bags for shipment.

The practically airtight triple fold which is applied to the bag is pressed tightly against the top as the gummed paper tape is securely placed, and thus assures a "dustproof, strong seal" that guarantees original weight delivery to customer, and a neat, clean package.

Improve the appearance of your package by installing an A-B-C and, at the same time, greatly lower operating costs in your packing department.

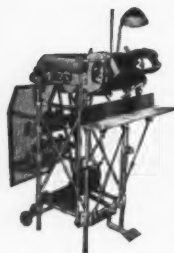


Investigate the possibilities of merchandising your product in an attractive paper bag, neatly sealed on an Allison Bag Closer. You will soon realize the advantages of a better package, at a much lower cost.

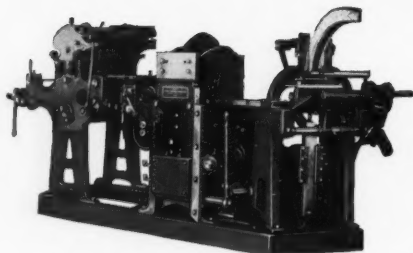
B.F. GUMP CO.

431 SOUTH CLINTON ST., CHICAGO

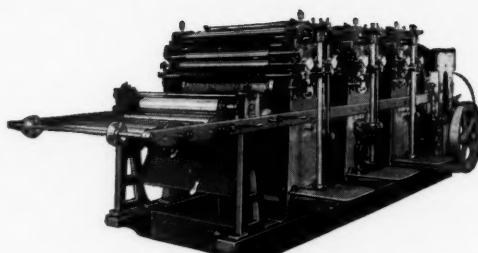
SALES REPRESENTATIVES
UNION BAG & PAPER CORP.
WOOLWORTH BUILDING
NEW YORK, N. Y.



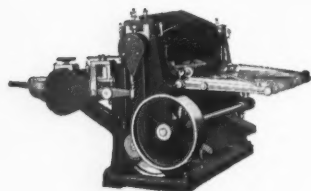
**Paper Bag
Sealer**



**One-Color Automatic Paperboard
Container Machine**



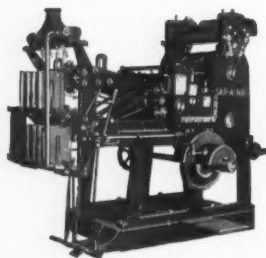
**Automatic Three-Color Printing
and Blanking Press**



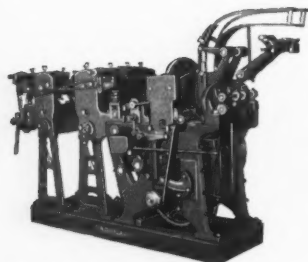
**Automatic Feed
Blanking Press**



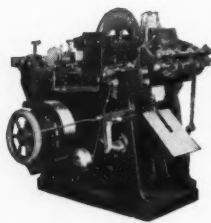
**Fibre Container
Stitcher**



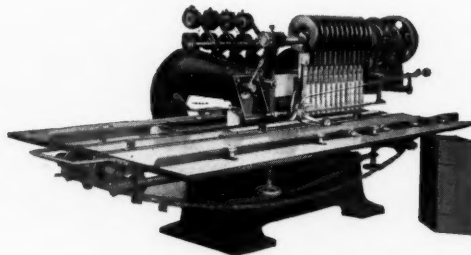
**All-Rotary Press for Printing,
Slitting, Cutting, Creasing
and Stacking or Rewinding**



**Two-Color Automatic Paper-
board Container Machine**



**Automatic Paperboard
Container Machine**



Automatic Fibre Container Stapler

It might be done better if you used *Wire Staples*

Think over the daily operations in your plant. There is probably something that could be done better if you used wire staples. It is true that there are a million uses for the wire staple, and Saranac has developed machines to take care of all of them. There are over four hundred distinct machines in the Saranac standard line—and if none of these suits your special work, a simple adaptation by our experienced engineers can quickly provide one.

The continued trend toward less and lighter materials in the fabrication of packages is daily proving the value of the staple as a most important factor in the most up-to-date plants.

No manufacturer can afford to overlook the growing importance of wire staples—and no manufacturer who takes pride in producing an exceptional line himself can fail to recognize that Saranac has achieved nation-wide prominence by the same method.

Our stapling machines are our pride. But we do not stop in the work of designing and perfecting still more efficient and economical units to bring our customers even greater satisfaction. If any problem of yours concerns stapling, there is no better way to solve it than to use the accumulated experience of the corps of Saranac engineers.

SARANAC MACHINE COMPANY

**STAPLING and PACKAGE MAKING MACHINES
FOR WOODEN, VENEER, PLYWOOD, FIBRE and PAPERBOARD CONTAINERS
SPECIAL MACHINERY
BENTON HARBOR, MICHIGAN, U. S. A.**

TRADE
NEWARK **P. & P. P.** COMPANY
MARK

WAXED PAPERS FOR CLEANLINESS AND PROTECTION

Modern Packaging demands visibility, neatness, plus complete protection against contamination.

AQUALEEN, a self-sealing, transparent, super-moisture, and grease-proof wrapper, assures full protection, making a neat and attractive package.

WHITE TRANSEEN is a glossy, transparent, self-sealing wrapper, for use in automatic wrapping machines and as a carton liner.

CARTON TRANSEEN is made expressly for wrapping cartons, protecting both contents and carton.

AQUALEEN—WHITE TRANSEEN—CARTON TRANSEEN—in sheets or rolls, plain or printed.

For products hard to package—**Paraleen** bags—plain or embossed, printed in 1, 2, or 3 colors—

We specialize in waxed papers for—
Bread, Cakes, Crackers, Cereals,
Candy, Drugs, Meats, Tobacco,
Hardware, Delicatessen and Dairy
Products, etc.

in fact, there is a grade for every need.

Ask us to solve your waxed paper problems.

NEWARK PARAFFINE & PARCHMENT PAPER COMPANY

N. Y. Office: 1071 6th Ave.

Main Office and Mill:
46 Jelliff Avenue, Newark, N. J.
Mill: Pittston, Pa.



MACHINERY — SUPPLIES

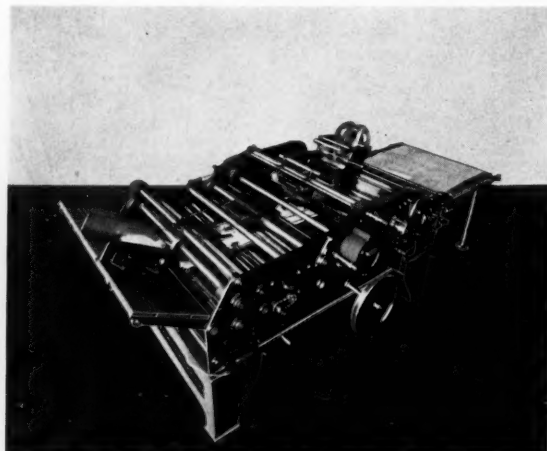
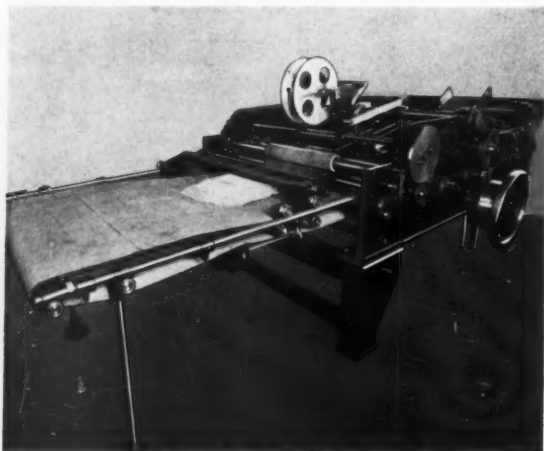
Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

New Window Carton Machine

A short time ago the carton manufacturer was obliged to utilize non-moisture-proof window material which was applied with indifferent register. Rapid strides in the development of moisture-proof cellulose window material with moisture-proof glue has brought forth many new containers of complicated design that require accurate register of the window within the score lines of the carton. These blanks must be produced economically to create further demands for such containers. For this reason, continuous high speed with accuracy is the present demand in machines for applying transparent cellulose windows. It is stated that this demand is supplied by a new machine manufactured by the International Paper Box Machine Company of Nashua, N. H.

applying surface, so that the quantity of glue cannot be accurately maintained, especially if there are any interruptions in the feeding of the blanks or any changes in the speed of the machine. Then, again, objectionable stringing of the glue occurs as the electro draws away from the supply wheel. To overcome these objections and to supply a glue pot that is completely hooded (to prevent evaporation of the solvent used in moisture-proof glue) there has been designed a single wheel pot that always maintains uniform spot gluing. This fool-proof glue pot insures uninterrupted production of the International machine.

Accurate register of the blank with the transparent cellulose is secured through special accuracy in the register of the three mechanisms concerned. First, the blank is registered and carried through the machine by chains. This insures perfect register of the



Two views of new machine for the manufacture of transparent window cartons. Several novel features are incorporated in this model

On this machine, two views of which are shown, the application of the moisture-proof adhesive is one of the problems successfully met by a novel design of glue pot. The conventional glue pot has been of the transfer type using electrotype plates as the glue applying means. The objections to this type of pot are that the electro pounds out of shape even after the most careful original adjustment. Further, the glue squeezes out between the metal surfaces (of the electrotype and the supply wheel) and builds up on the edges of the

blank longitudinally and transversely. The window-applying mechanism is timed with the chain-carrying mechanism to insure accurate register of the window with the blank. The window material is fed by a positive clutch with a suitable brake system to prevent any over-running of the feeding parts.

It will thus be seen that positive mechanisms are used to control the register of the window and the carton as well as to measure the length of transparent cellulose cut off. For these reasons it is claimed that

SCHRAFFT'S

CHOCOLATE BARS

One of many
brands of chocolate wrapped on
Package Machinery Company machines



Chocolate bar wrapping machines in the Schrafft factory
Boston, Massachusetts

The chocolate manufacturers were among the first to discard hand wrapping for machine production—and the Package Machinery Company supplied the machines. Today our machines are used by practically all of the important chocolate companies.

In the confectionery industry, as in many other lines, our wrapping machines are an important factor in the profitable merchandising of the product. They wrap the leading brands of chewing gum, lollipops, mint tablets, fruit drops, caramels, marshmallows, candy bars, etc.

It would be impossible to sell these products in large volume at popular prices were it not for the extremely low production costs of modern machine wrapping.

Our machines also play an important part in package improvements. Time after time, we have helped to secure new and larger markets by virtue of an outstanding improvement in packaging.

When you want the benefit of wide experience and expert judgment on your packaging problem, get in touch with us.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
New York Chicago Los Angeles

London: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

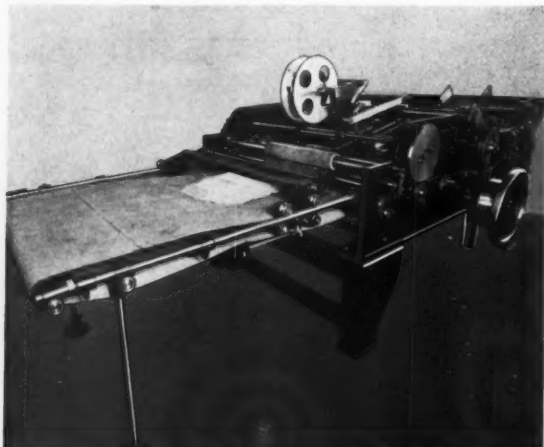
Over 150 Million Packages per day are wrapped on our Machines

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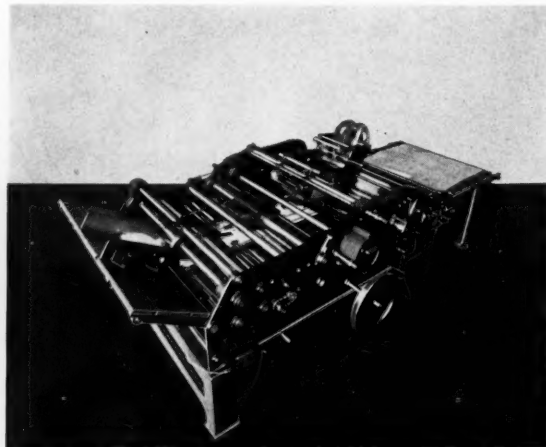
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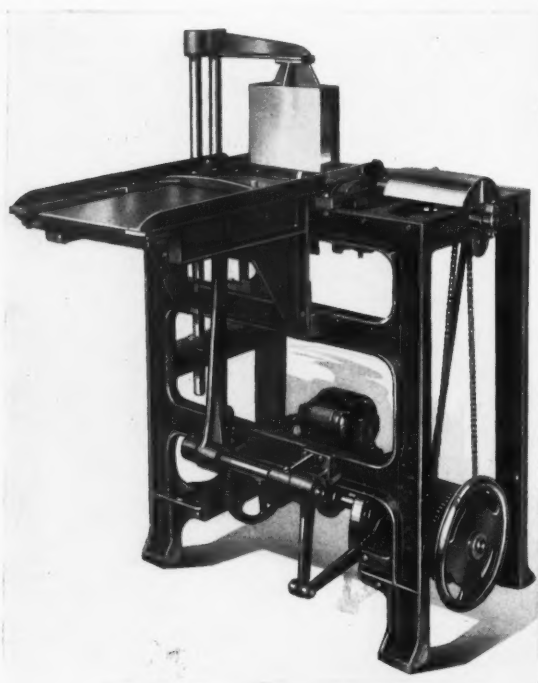
Over 150 Million Packages per day are wrapped on our Machines

in speeds up to 120 blanks per minute a register of plus and minus $\frac{1}{32}$ in. is obtained while in speeds up to 150 per minute the register varies somewhat more but is held within practical limits for a great percentage of work. A variation of plus and minus $\frac{1}{32}$ in. is claimed for the cellulose feeding and cutting mechanism throughout the complete range of the machine. Automatic controls are provided at the proper places to insure that no material is cut off unless blanks are in position to receive them.

Carton Forming and Lining Machine

Shown in the accompanying illustration is the new Peters Junior carton forming and lining machine which is said by its makers, Peters Machinery Company, 4700 Ravenswood Ave., Chicago, Ill., to be "an achievement in producing a lower price machine for the forming and lining of cartons with the added advantage of adjustability for a wide range of sizes."

The machine is equipped with $\frac{1}{4}$ -hp. motor, has a shipping weight of 650 lbs. and requires floor space of



New carton forming and lining machine

2 ft. x 3 ft. It is said to produce formed and lined cartons at the rate of 35 to 40 per minute and requires only one operator. Adjustability permits the machine to be quickly changed from one size carton to another, the necessary forms and blocks to make these changes being furnished at small additional cost.

Completely formed and lined cartons are delivered automatically to any conveyor from whence they may be diverted to a packing table or filling unit. Automatic coding or dating devices may be incorporated on the machine when required.

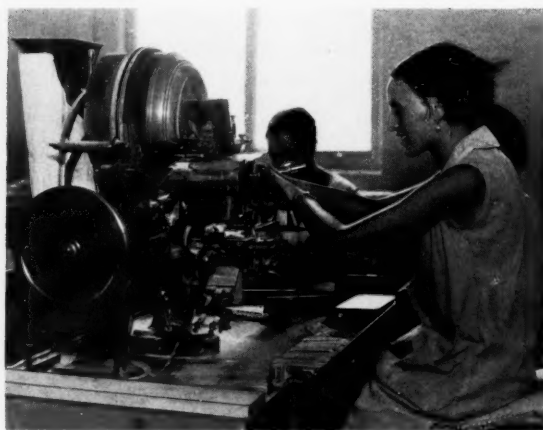
Sampling for Sales

Using samples of its product as a means of building sales for the standard size packages (4 oz. and 16 oz.) has proved highly successful for Vince Laboratories, Inc., of 308 West 141st Street, New York City. The plan, briefly, consists of mailing packets or envelopes, each containing a free sample treatment (1 teaspoon) of Vince, an oral antiseptic, to dentists and physicians for



Sample envelopes of Vince which are filled and sealed automatically

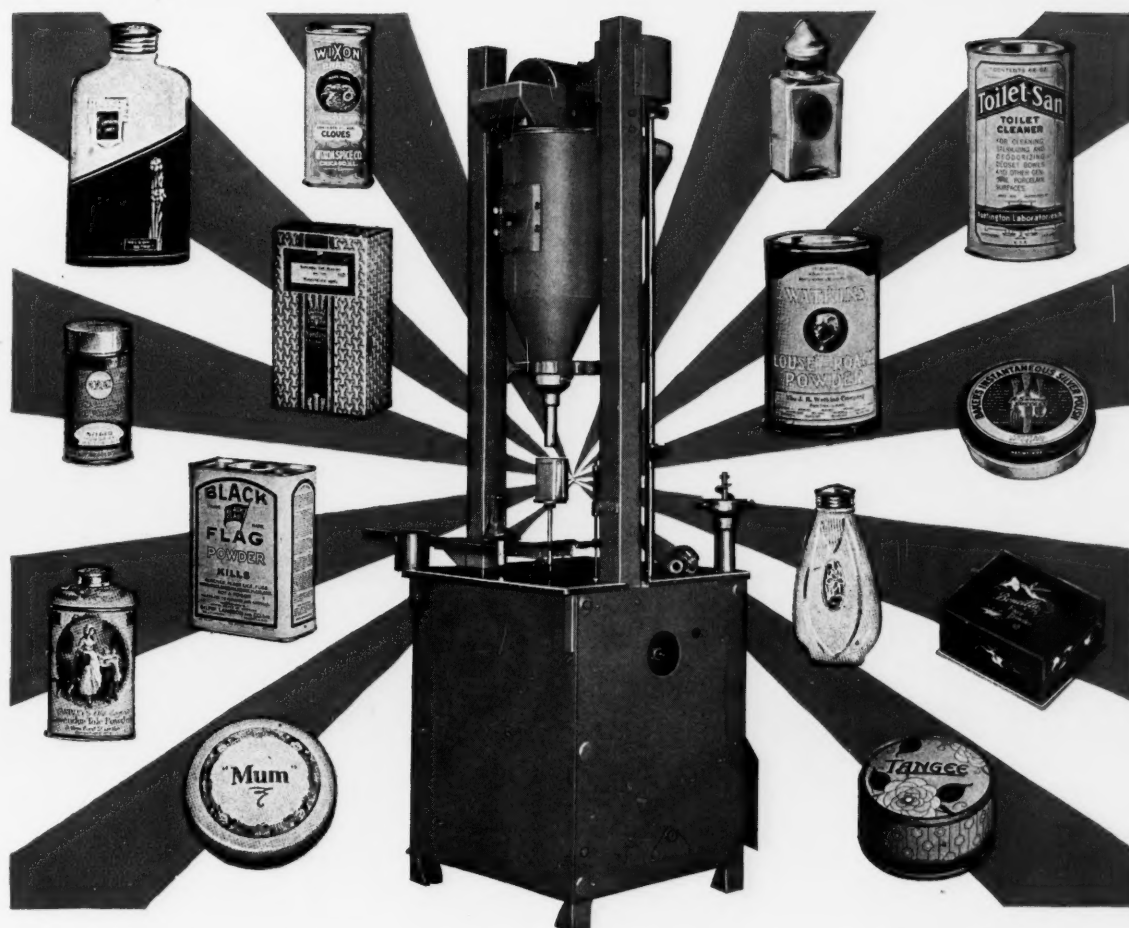
distribution among their patients. These samples are put up in glassine envelopes, printed on one side with black lettering on a blue background, and duplicating the trade mark device carried on the standard full size cans of Vince. Twenty-four of these envelopes are included in a set-up boxboard tray which is die-cut at one end to facilitate the removal of the samples when



The machine that fills the Vince sample envelopes

placed on the doctor's table. The tray bears the Vince label and is packed in a special mailing box for shipping.

The filling of the sample envelopes is of interest. An automatic bag-filling machine, manufactured by the



Greater Packaging Profits—Lower Costs with The American UNIVERSAL Filling Machine

THIS is the machine that fills almost any kind of material into almost any kind of container, automatically and accurately! With the decided saving in labor it makes possible, the American Filler becomes an investment that pays dividends day in and day out. One operator fills from 15 to 25 containers per minute with anything from $\frac{1}{2}$ oz. up to 5 pounds. Its accurate measurement saves material, its superior construction eliminates dust, its rapid adjustment feature permits changing from one kind of material or package to another in a very few minutes.

You may fill by gross weight, volumetric measurement or by packing into container, with unvarying speed, simplicity, neatness and accuracy. Feeding may be done by hand, or fully automatic machines may be furnished which will do the entire operation. Because the American Filler is constructed for durability and long life, you can count on uniform superb results over a long period of time. Full specifications will be gladly furnished, and a demonstration will open your eyes to a new era of package filling efficiency.

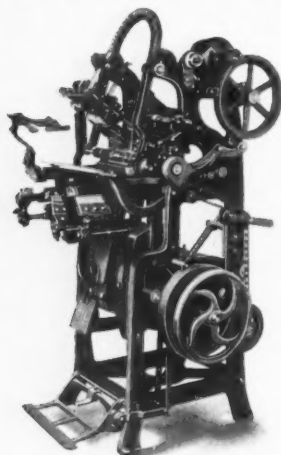
WE ALSO BUILD CARTON FILLING AND SEALING EQUIPMENT AND TIGHT WRAPPING MACHINES

STOKES & SMITH COMPANY
PACKAGING MACHINERY
 FRANKFORD, PHILADELPHIA, U. S. A.
 LONDON OFFICE—23 GOSWELL RD.

Brown Bag-Filling Machine Company of Fitchburg, Mass., and shown in the accompanying illustration, opens the envelopes which are fed from a magazine, fills them from a revolving drum that is supplied with the powder from a hopper, and folds over and seals the flaps, all at the rate of 62 per minute. In filling, a plunger device picks up the required amount of the powder and delivers it to the filling spout. There are three speeds obtainable from this machine which is belt driven by an individual motor. A counting device registers the number of filled envelopes. An article which described the methods used in the packaging of the 4-oz. and 16-oz. cans of Vince appeared in the October, 1930, issue of MODERN PACKAGING. The same method is still being used for these sizes although the labeling operation has been further mechanized and other conveying equipment has been added since.

New Labeler Incorporates Special Presser Attachment

A new labeler, manufactured by Edward Ermold Company, Hudson, Gansevoort and 13th Sts., New York City, is equipped with a specially designed presser attachment for use in connection with small labels and panel bottles where the operation of applying the label



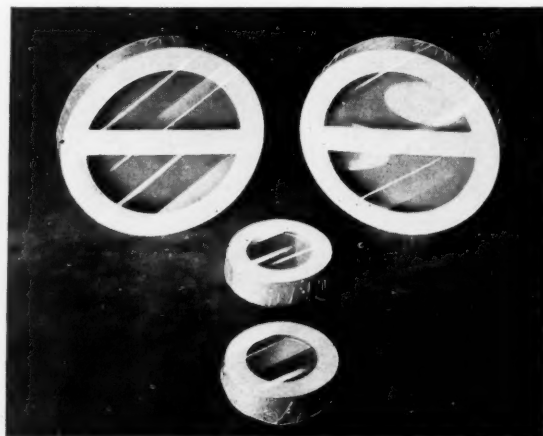
The specially designed labeler with pressure attachment which improves the method of applying small labels

is in the form of a pressing instead of the usual wiping. A number of these machines are now in operation and are said to give highly satisfactory results. Not only does this attachment press the labels but at the same time draws them, which causes the labels to stretch smooth without smearing the edge with excess paste.

New Round Display Box

A type of round display box—an adaptation of the idea used for candy pail tops which are used to show the upper layer of confectionery and at the same time form an auxiliary cover, keeping out dust—offers good possibilities in the packaging of dates, figs, glacé fruits, nuts, bacon and other products such as bath salts, etc., which may be shown to advantage and where it is important that a fairly strong container be furnished.

Examples of such boxes are shown in the accompanying illustration. The die-cut newsboard top of the box is covered with a transparent cellulose sheet which is drawn tightly down around the sides and also forms the lining of the collar. In the larger sizes, as shown, a reinforcing strip is provided. The plain round bottom of



The open display boxes which offer possibilities for the sale of food products

the box can be lined, if desirable, with glassine or other protective papers. Any size box, from 3 in. to 12 in. in diameter, can be furnished. Brand name or other advertising message may be printed on the surface or directly on the transparent cellulose. These boxes are a product of the Lebanon Paper Box Co., Lebanon, Pa.

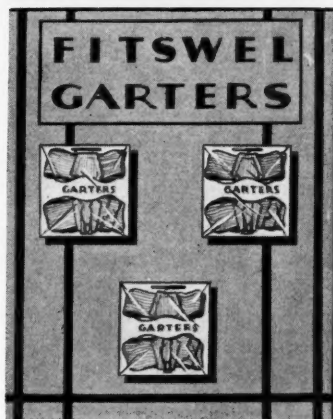
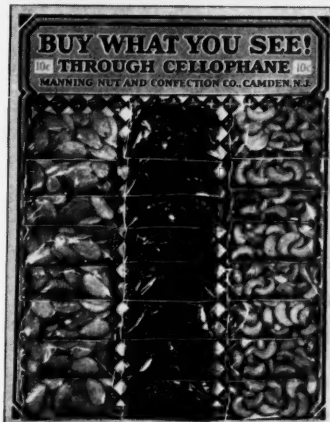
An arrangement recently consummated between the Standard-Knapp Corporation and the National Adhesives Corporation is of considerable interest to users of sealing and labeling equipment.

The Standard-Knapp Corporation manufactures Knapp labeling machines, which are used extensively by canners and food packers, and also equipment for sealing corrugated containers. The National Adhesives Corporation is the largest manufacturer in the world of adhesives, specializing on pick-up gums, lap labeling pastes, case sealing glues, packaging and sealing adhesives.

The new arrangement recently made is for the servicing of adhesives by the National Adhesive Corporation on equipment sold by the Standard-Knapp Corporation. The latter is recommending National Adhesives products and using them for experimental and testing work on their equipment exclusively.

A new sealing tape, adaptable for sealing packages wrapped in transparent cellulose, has been developed by The Gummed Tape & Devices Company, 173 Lafayette St., New York. It is known as Trans-Cel-Seal tape and is obtainable in rolls of 5000 in. each, in various widths. It is dispensed in the same manner as ordinary gummed sealing tape, although the company recommends the use of its standard package sealers.

THIS



AND



BUSINESS

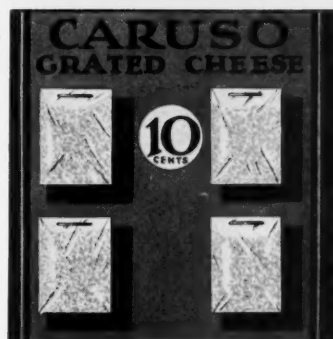
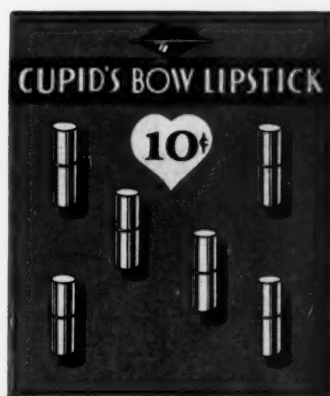
THERE'S a lot of money in the nickel and dime business—as so many wise merchandisers have found out. *They're selling more goods every day "via display cards."*

Sell your product, too, on display cards with the product firmly stapled to the display. The Acme staple machine makes it easy for you to staple any type of product. It will conveniently staple bag or solid object. It is adjustable to any size staple... and the cost is small. Send the attached mailing card to us and a sample of your product and we'll show you how Acme can save you money.



ACME STAPLE CO.

1643 HADDON AVE. CAMDEN, N. J.



GENTLEMEN:-

I'm interested

Send more information—without obligation, of course.

Our product is _____

Name _____

Address _____

City _____ State _____

See It in Glass—Buy It in Tin

(Continued from page 33) Each can is inspected carefully and then fed to the automatic labeling and cartoning machinery in the warehouse.

The plant also is equipped with machinery such as viners, screen graders, etc., for handling peas and is so arranged that as many as possible of the machines may be used both for maize or sweet corn and peas.

The area of this particular plant is no less than 2,087,750 cu. ft. and has a capacity of more than 20,000 cases or approximately 480,000 tins of either golden maize, sweet corn or peas per day. From early in June until late in September, operation is carried on for 24 hours per day.

As intimated in the first sentence of this article, Reid, Murdoch & Co. has definitely cast its lot with the independent retail merchant and refuses to sell Monarch products to chain stores. The firm not only has taken this stand, but has made expensive efforts to further the cause of the retailers it serves. It not only attempts to educate the merchants themselves in the most resultful merchandising methods, but does everything within its power to bring the business of the grocery buyer into the independent stores.

In this work, the Monarch organization realizes that the logical place to begin to educate the public is in the schoolroom. They have conceived and executed a number of excellent plans to win the favor of the rising generation and are working along those lines continually. Interesting, educational, dramatic moving pictures that are free from objectionable advertising have been made of the Rochester plant, for instance, and a number of these films are being circulated constantly in public schools. Various contests for youngsters have been run successfully.

A line of Monarch Teenie Weenie products has been produced and interest in it has been maintained by hooking it up with the clever cartoons of the various Teenie Weenie characters as conceived by the artist, William Donahey. Advertisements in the country's leading magazines have featured Youth and its activities and have paid tribute to it over the Reid, Murdoch & Co. name. One of these full-color pages saluted the Boy Scouts, another the Junior Patrol, and so forth. Still another series of full-page color advertisements was devoted to publicity in favor of the independent merchant.

Without question the most unusual and spectacular piece of promotional work ever brought about by a firm of this kind was the purchase of a huge, all-metal Ford tri-motor monoplane by Reid, Murdoch & Co. This great plane, the same type that Admiral Byrd flew over the South Pole, is equipped with a most attractive and expensive display of Monarch products in model store fashion, "See It in Glass" idea and all. Since it was first put into operation it has traveled to almost every state in the country, has made side trips to Canada and Mexico, has stopped at more than 450 airports, and has been visited by over three million interested people, many of whom stood in line for more than an hour in order to see

it. "Cocca," the bulldog mascot of the plane, has more than 400 flying hours to his credit!

In its journeys about the country, the plane has given added interest, also, to the Teenie Weenie stunts for children. The firm has a supply of most gorgeous Teenie Weenie general and Teenie Weenie policeman uniforms which are loaned to fortunate youngsters in various towns for the occasion of the plane's visits. Altogether, Reid, Murdoch & Co. appears to have left no stone unturned in its hunt for newer and better methods of production and merchandising.

As an example of how effective at least one of their promotional plans has been, the young lady who typed this manuscript remarked, "Reid, Murdoch & Company! Why, when I was a youngster I won a prize of a whole box of their products. Their trade mark is a picture of a lion's head, isn't it?"

Confectionery Packages Changing Buying Habits

(Continued from page 41) models, in miniature chest construction, interpret three different periods or occasions and employ three different coverings. The first from the top is decidedly modernistic, sophisticated and luxurious in its effect, being covered with gold paper over which has been appliquéd velour paper in modern cut-out designs in blue, green and red. Little gold painted balls serve as the legs. An unusual feature of this package is that the hinged cover which is lifted by grasping the red crystal ornament attached to a tassel, opens at one end instead of at the front, giving the package an inverted oblong shape.

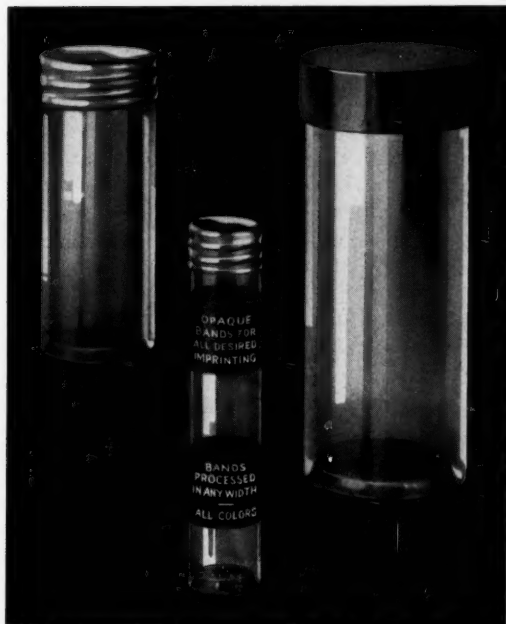
Distinctly Early American is the second package shown, covered with yellow glazed chintz and standing on mahogany-colored wooden legs. A medallion of flowers in a wooden frame appears in the center of the cover.

The last is decidedly the sport package, suitable for the hunting lodge or country estate. Covered with light brown paper simulating leather and standing on flat silver paper covered legs, it carries a reproduction of a hunting scene pasted on the hinged cover. A metal ornament, designed like a stirrup, serves to lift the cover.

An interesting packaging feature of this series of boxes, and one which is a time-saver for the retailer, is the wrapper supplied with each model. The company label does not appear on the packages except to seal the transparent cellulose at either end, but labels which carry a miniature repeat in color of the decorative motif identify on the wrapper for the retailer and purchaser the particular package sought. These labels are a product of the Foxon Company, Providence.

The second series, shown at lower right of page 41, makes an entirely different bid for popularity. Their eye appeal depends solely on their extreme simplicity of design and strikingly luxurious covering. This series comes in four sizes, all covered in the same material, a wood-brown velour paper, whose only decorative embellishment is the gold embossed trade mark and gold lettering. Gold foil paper is used on the edging.

Featherweight Beauty - - -



but **UNBREAKABLE**

80% lighter than glass

That's a point of service and savings that is practical and economical:

HYCOLOID **MODERN VIALS**

BOTTLES—TUBES—JARS
and specially designed containers

THEY ELIMINATE LABELING COSTS

Unbreakable HYCOLOID products have their "Labels" processed on the container in any color. They can be filled by machine, and equipped with molded or metal caps. Made transparent, opaque or colored.

Send for Samples { Test them for durability—and
for lowering shipping costs

HYGIENIC TUBE & CONTAINER CO.

46 AVENUE "L"

NEWARK, N. J.



MADE OF



Cello Ribbon is an unusually decorative tying ribbon. It is lustrous, attractive, strong, pliable and easy to tie. It cannot become frayed nor shopworn. It is economical to use and reasonable in price. Made in all standard colors.

Write for Samples

FREYDBERG BROS., INC.

11-19 West 19th St., New York

**PROTECT YOUR
PRODUCT WITH
APER TUBES**



MAKE sure that your product reaches its destination intact and unmarred. It can be done very easily and economically with Cleveland Tubes, Cores and Containers. The sizes range from 1/8" inside diameter to 20". Let us have your product and we'll mail it back to you—Cleveland-protected—with prices and specifications.

CLEVELAND CONTAINER CO.
10421 BEREA ROAD, CLEVELAND, OHIO

Plants: Cleveland — Philadelphia — Detroit — Hoboken

New Christmas Package of Mennen Products

The Mennen Company, Newark, New Jersey, are featuring for the approaching holiday season, the charming gift box for men, shown in the accompanying illustration. Gold, red and black are used effectively on the cover of the container with the reproduction of a winter scene of early American days as the colorful decorative note.

This gift package, which retails for one dollar, contains a tube of Mennen shaving cream, a can of talcum,



a bottle of skin bracer, a new Mennen product, and a tube of Skin Balm. All four items are compactly packed within a supporting base covered with gold paper. The tubes for Mennen Skin Balm and shaving cream are the products of the Peerless Tube Company, Bloomfield, New Jersey.

Printing on Glassine Papers

(Continued from page 64) can be successfully printed on glassine papers. Perhaps the one making this statement had in mind the fact that it is best to avoid overlapping colors or superimposing one color on the other, and if he did, then the statement is correct. You can have overlapping of colors and still print successfully on glassine papers but where one solid color hits over another you have a greater thickness of ink and, therefore, there is greater danger of offsetting and sticking where these colors overlap. Then again, when your colors overlap there is a danger of the first color slightly crystallizing, making it difficult for the second color to take; hence you have an additional cause for offsetting and sticking.

Glassine paper is printed on cylinders, platens and

rotary presses, the large runs being on the latter, and much of this work is rewound. The modern way of handling such work is with an automatic wax sprayer. Sometimes the sheet is run through a wax coating machine which applies a film of hot wax on both sides of the sheet. The ink maker takes this into consideration in making his inks and, of course, they must not bleed or run in this hot wax. Such methods have taken the place of the old ones, such as festooning the sheet or waxing it on the other side.

When glassine work is done on cylinder presses a sheet heater can be used to advantage, the same as in most other classes of work.

It is never advisable to pile the sheets too high and this work is usually racked in trays and as the ink goes through the process of drying the sheets are usually winded. Naturally, the pressman watches this drying out of the ink and when there is an inclination to stick has the pile winded. This is very essential.

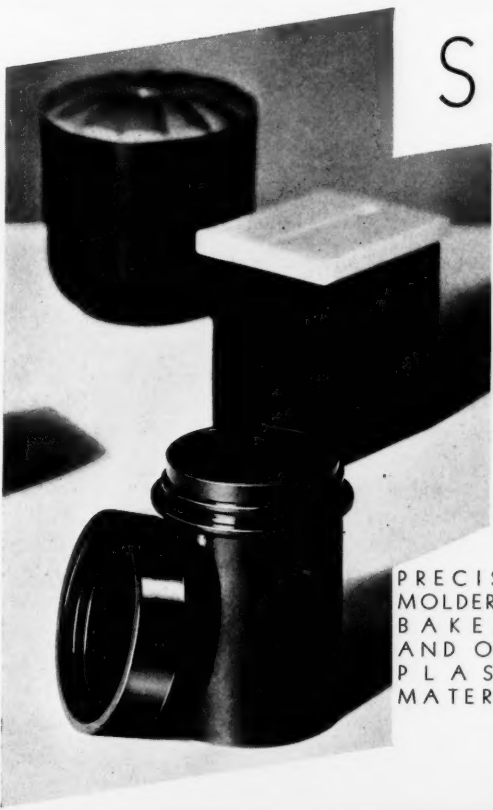
An Intriguing New Package

Ingenious to say the least is the latest invention for milady's beauty treatments. Pakkold, as shown in the accompanying illustration, distributed by LeBarque Sales, Inc., Chicago, takes the place of plain, ordinary ice for that invigorating massage. It is made of hollow metal, non-tarnishable chromium with a phenol resinoid handle, obtainable in various pastel shades, the bowl filled with a refrigerant liquid hermetically sealed. Placed in contact with the freezing unit of a refrigerator, ice or immersed in cold water, it is most conveniently



effective without the fuss and bother of chipping and handling the ice.

Pakkold, wrapped in transparent cellulose, is packaged in an attractive silver and black container of modern design, an effective contrast to the colorful handle and high lustre of the bowl. Three of these containers are shipped in the striking panel-fold counter display carton shown in the illustration. The die-cut cover when folded back is extremely eye catching, showing to advantage the use of the product.



PRECISION
MOLDERS OF
BAKELITE
AND OTHER
PLASTIC
MATERIALS

SOMETHING DIFFERENT? Mold it in ELYRIA



With or without purpose to allure, from a Cellini creation to a teargas capsule . . . for a container there always has been an outside and there perhaps always should be an inside. Get these two reconciled on paper, to your liking and your practical requirements. International will mold your design into containability with eye value . . . exquisitely. The cost will be low. You will be pleased.

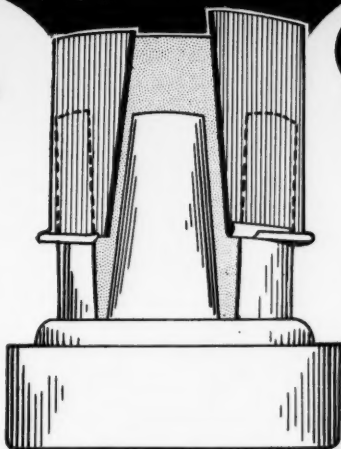
INTERNATIONAL DIVISION
THE GENERAL INDUSTRIES COMPANY
3160 Taylor St. Elyria, Ohio

**Stops damage and waste of paper
on the inside of your rolls!**

ONEIDA

Protects the $\frac{1}{4}$ " to $\frac{1}{2}$ " of paper on the inside of your rolls that is frequently damaged and wasted by conical or wedge shaped chucks. Oneida Chucks save many times their cost in a month's run.

For Any Size Core



CHUCKS

No iron or heavy metal tipped cores are needed. Time and expense for preparing and returning cores is saved. Inexpensive non-returnable cores can be used. Equally good on rolls without cores. Oneida Chucks eliminate the "core account."

Write for Folder M

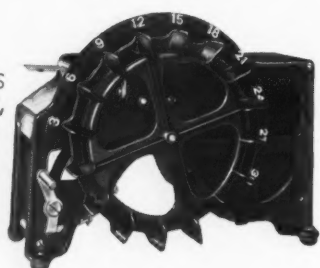
JOHN WALDRON CORPORATION

MAIN OFFICE AND WORKS, NEW BRUNSWICK, N. J.

(Makers of Waldron Dependable Equipment for Engraved Roll Printing—)
Pasting—Combining. Write us for details.

THE LINK GUMMED TAPE DISPENSER

SEALS
CARTONS
SECURELY,
QUICKLY
AND
ELIMI-
NATES
WASTE



HAS
NO
PARTS
TO GET
OUT
OF
ORDER

A trial will convince you

For tape 2", 2½" and 3" wide.

Delivers any predetermined length of tape perfectly moistened and cut in one stroke, without setting any gauges. Its Superiority is instantly recognized.

Manufactured and GUARANTEED by

L. LINK & CO., INC.
149-151 Lafayette St., New York, N. Y.

MAKE YOUR PACKAGE
OUTSTANDING!
WITH

PERFECT CUT
EMBOSSSED SEALS

CREATED
AND PRODUCED
ONLY
IN THE SHOPS OF

The TABLET & TICKET CO.

1021 WEST ADAMS ST. CHICAGO ILLINOIS
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Our Designing and Planning
Depts. Invite Consultation.

A Plus from the Package

The product was right, the advertising well-executed, the trade favorable. Yet the ballyhoo of a shoestring competitor, with an inferior article, was beginning to make appreciable inroads into the established manufacturer's business. What to do? The manufacturer found the answer in his packaging department. The old-line product began to appear in modern dress. And nine months later, the noisy competitor "folded up."

The above happens to be a "real life" story of present-day merchandising. Yet cautious manufacturers, large and small, continue to stick to out-moded packages and labels, with a loyalty worthy of a better cause. The idea of associating consumer good-will with a certain package, rather than with the package's contents, and accordingly retaining it, unchanged through the years, is one of those advertising "fetishes" at which Mr. Gundlach wags a derisive finger.

A milder "fetish" is the belief that such changes must be consummated through a series of minor transitions, each phase in the transition being closely tied up in the consumer's mind with the immediately preceding one. Here's what W. D. Canaday, V. P. in charge of advertising for Lehn and Fink products, has to say on this point: "It took us practically two and one-half years, by means of a series of five transitional designs, to change the carton design we had been using since we took over Hinds' Honey and Almond Cream in 1925, to the one we are using now. Today, if we had to do the job over again, we'd make the change overnight."

But times and ideas are changing. MODERN PACKAGING has announced the results of a survey to which 53 leading concerns in 15 different lines of industry contributed. Of these, no less than 46, or 87 per cent, stated that they had changed their packages since 1927, although 34 had retained, in the new package, certain of the old or characteristic design features. Furthermore, 39 companies, or 73 per cent, stated that package sales had increased since 1927, while 24 of these—or 45 per cent of the total—attributed their sales increases to their new packages.

Here is answer enough to those old-school manufacturers who have hesitated to change so much as a line of copy on long-since outmoded containers, for fear of losing an intangible something, usually existing in their own minds only.

Today's desiderata in package and label design might be listed as follows:

1. Suitability to product
2. Display value to dealer
3. Utility to consumer
4. Low cost to manufacturer

Let's define and illustrate these four characteristics of package design.

Suitability covers size, shape, design, color combination, etc. For example, a coffee container should convey the warm, appetizing color and aroma of fresh roasted coffee—the atmosphere of tropic plantations.

The French have a beautiful fish that is found in the waters of France. It is called the PEARL FISH, and now its beauty may be seen carefully reproduced in this new box paper Glazed Chintz - I - 17. No paper up to date has been produced, that appeared more attractively fit to cover the small as well as the large novelty box.

From the Hampden Mills - - - - a sample page of

GLAZED CHINTZ

- - I - 17

The Hampden Mills have been creating and making distinctively beautiful box covering papers for fifty years and have accumulated invaluable experience during this time. Today they are in an exceptional position to serve the regular paper needs of the box maker as well as his requirements for special box wrapping or covering papers of all kinds. Working sheets of Glazed Chintz - I - 17 in many beautiful colors will be gladly mailed for experimental purposes to all who request them.

HAMPDEN GLAZED PAPER & CARD CO., Holyoke, Mass.

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HAMPDEN GLAZED PAPER & CARD CO., Holyoke, Mass.

A skin lotion bottle should create an impression of its cooling, cleansing, refreshing contents.

Display Value means the package's relative ability to stand out from the general run on the dealer's shelf. It may be obtained through simple, but striking label design, lettering, etc.; contrasting, but harmonious use of color, etc. If the product itself possesses potent eye-appeal, show it off through a package, package top or panel of transparent cellulose.

Utility implies both ease of use and subsequent utilitarian value to the consumer. A famous mayonnaise appears in a beautiful crystal jar, from which it is served directly. A well-known ketchup is put up in wide-necked bottles, obviating the bottom-slapping once associated with coaxing ketchup from its container. Tea and candy come in decorative china jars that may later serve as "whatnots" for the living room.

Cost in packaging is largely a relative matter. Generally speaking, the higher the manufacturer's unit profit, the more may be spent on the package. While ingenuity should be devoted toward achieving the most effective container at the minimum possible cost, the sales increase resulting from an improved container will usually more than repay the cost of redesign, of an additional color, of a higher quality of workmanship.

Measured in these terms, relatively few of the packages of nationally advertised products do full justice to their contents, while sectionally or locally-distributed packages are even more apt to fall short of the mark.

Faced with this knowledge, and cognizant of the pos-

sibility for increased sales through package modernization, no manufacturer should fail to take frequent stock of his packages and labels, with an eye to possible improvements.

CHARLES E. TOWNSEND
Sales Production Manager,
Barron G. Collier, Inc.



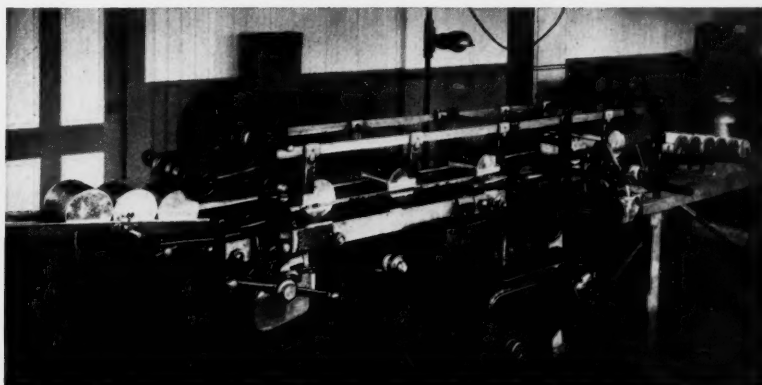
A leading manufacturer of automatic wrapping machines required assistance on a special adhesive problem for a new design of wrapping machine. The machine was set up in a large Chicago candy factory for wrapping packages with moisture-proof transparent cellulose and attaching separate printed paper end seals. The speed was fifty-six wrapped packages per minute.

The problem was to produce an adhesive that would join the paper labels to the transparent wrapper with a permanent bond, that would function properly in the machine, and that would have sufficient initial tack to hold the labels exactly in place after the packages left the conveyor to permit immediate packing for shipment.

After numerous laboratory tests and actual trials on the machine the Williamson Glue and Gum Works developed a successful adhesive known as No. 875. This product is said to be in satisfactory commercial operation in several plants.

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CONSCIOUS



LOOK to the most successful manufacturers in the country and you'll find Burt Labeling Machines handling their most important work. National manufacturers must have reason for such choice.

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No matter what labeling problem you have, there is a standard Burt Machine to take care of it—or a simple adaptation which our engineers can easily make.

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than its weakest link. The appearance of a package no better than the adhesive used in the making. Hence the increasing popularity of



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PASTES**

Their use insures that labels will be tightly stuck, that packages will be well sealed, that wraps will be free from "puckers" and blisters. Convince yourself, test a trial lot on one of your "hard" jobs.

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WORLD'S LARGEST PRODUCER
OF ADHESIVES

Sales Offices in all principal cities

A Manicure Package That Meets with Approval

(Continued from page 38) perience, and so is the genuine enthusiasm of a typical busy consumer. These sets must surely appeal to every woman, especially as each represents excellent value for the money.

The illustration shows four models of the new sets now being featured. Each, containing a group of products for a complete manicure treatment, are intended for dressing-table use and for traveling, too. The preparations packed in the sets are standard merchandise, and while the latter have tremendous sale as holiday gifts, they also enjoy steady year-round volume because of their convenience and value. It is interesting to note, in this connection, as an example of a trend in packaged merchandise, that the price of each set is no more than the price of the items included. In other words, the package itself adds nothing to the price of the sets. This is especially interesting in the case of two of the sets in which the base of the package is a tray which adds greatly to their smartness and usefulness.

The Cutex sets, with the exception of the "Five Minute Set" which is packaged in a lithographed metal container, are packed in hinged containers, paper covered, in the color scheme of rose and gold. This color combination is a happy one in view of the fact that so many women like these colors for accessories for personal use, and choose them for boudoir decorations. The gold paper covers the base and lining of the containers, and is used as an edging on the cover of the boxes. This edging repeats the note of gold in the label decorating the cover, which is handsomely embossed and so deeply stamped, it gives the effect of a plaque of carved gold set into the cover. The label adds immeasurably to the richness of the package.

The construction and arrangement of the sets are proof again of the careful planning that has gone into their making. For example, two are supplied with trays made of black phenol resinoid traced with gold, and moulded with sockets into which the manicure preparations and implements fit perfectly. Thus the preparations are always standing upright, ready for quick use. In the larger set shown at the left in the illustration, one unusual feature is introduced. The depressions in which the nail file, hand brush, and container of manicure implements are laid is so constructed that when pressed with one finger, the file, brush, or container is automatically raised. Any woman who has broken her nails and ruined her temper, prodding and digging things out of slots, will appreciate the blessed convenience of this tiny detail of the Cutex Marquise and also Boudoir Set.

With the new sets, Cutex also introduces a change in the packaging of several Cutex preparations—cuticle remover, liquid polish, and polish remover. This is a new bottle cap of black phenol resinoid, adding greatly to the appearance of these items. And, in addition, it also increases the convenience in using these preparations. The very nature of liquid polish often made the cork stick in the bottle neck. Many a woman has broken



SHELLMAR

PRODUCTS COMPANY

CHICAGO, U. S. A.

Your Reputation Is in Every Package You Wrap

Every day you see your product leave your plant—in quantity. It's a good product—you pride yourself on the quality you've put into it.

But how about the buyer? She doesn't see the painstaking care that goes into your manufacturing. All she sees is one package—and so far as she's concerned, the entire reputation of your company rests on that one unit.

Does she see a package that stands out from the crowd, registering the impression of quality, and inviting purchase? Or does her roving eye pass on, giving preference to your product's more distinguished competitor?

Don't take chances with your reputation! SHELLMAR Multicolor wrappers will do a three-fold job by protecting the quality of your product, giving it complete visibility, and carrying your mark of identification *right down to the point of sale!*

Our Package Idea Department will gladly show you how you can build these three essentials into your package—no obligation to you, of course.

Delay may mean lost sales.

'Phone, wire or write today.

SHELLMAR PRODUCTS COMPANY
3501 W. 48TH PLACE - CHICAGO

Multi-Color CREATIONS for BETTER Packaging

Sample tipped on with Scotch Cellulose tape. Full information on request.

Attention Value . . .

Sales research shows conclusively that the Public wants new things—It is attracted by Colorful designs that give Personality to your Package.

Shellmar created designs, processed directly on your Cellophane wrappers, are Modern Merchandising's surest method of developing new markets. They rehabilitate the Old and quicken sales on the New products by insuring maximum Attention Value.

Our Development Department will gladly create suggested ideas for your consideration without obligation.

SHELLMAR PRODUCTS COMPANY
3501 W. 48TH PLACE - CHICAGO

her nails and her manicure scissors prying the cork out of an old favorite bottle of polish. Now the new Cutex closure keeps the bottle tightly closed for any length of time, with no risk of sticking or breaking.

Many tests were made to determine the handiest size for these closures. In applying liquid polish, the closure becomes the handle for the brush, which is firmly attached to the inside of the cap. The size of the closure is of the greatest importance, therefore, for convenience in using the polish. Women will like the size and compact shape of the Cutex closure.

A cunning touch is added on these closures. Each one is circled with a design made up of a ring of fingertips in low relief, each fingertip complete with lovely pointed nail and curving half moon! Women will appreciate another detail, too. When you want to lay the brush down, the closure is so shaped that it will hold the brush away from the table or bureau top. No need any longer to hunt around for something on which to lay a dripping brush. No longer any risk of getting nail polish on a nicely polished dressing table top.

The labels on the bottles and jars, the work of the Foxon Company, Providence, though not new, are in harmony with the container, being carried out in Artcote gold paper with rose colored borders.

For traveling purposes the interior of the container is constructed with solid partitions which firmly hold the various items in place. In fact, the container is so attractive it devolves into a matter of choice on the part of the consumer as to whether she desires to leave the set in its package or place it on her dresser.



Norton Laboratories, Inc., is the molder of the chic utility box, made of phenol resinoid, shown in the illustration below. It comes in several colors and the sturdy construction and smart design gives it a de-



lightful re-use value for cosmetics and other purposes.

Packages of this material, because of their practicality and attractiveness are decided selling aids to the products they contain. The number of colors available and the unique designs possible create a possessive desire for them on the part of the prospective purchaser.



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COMPLETE SALES CONTROL OF YOUR PRODUCT



Bulk and packaged cookie display. One of many styles.

Check the following sales requirements with your product in mind:

- Good Products.....
- Excellent Value.....
- Good-looking Package.....
- Efficient Distribution.....
- Carried in Almost Every Store.....
- Dealers push the product.....?
- Dealers give the product prominent attractive display.....?

The questionable part of your sales problem comes at the point of retail sale. If you are not satisfied with the way your products are being merchandised in the retail store, provide dealers with a definite, attractive and prominent display. You will get not only the sales increase of good display but also the personal co-operation and good will of the store manager and the clerks. Union Display Stands and Racks supplied with stock orders are the most economical means of helping the retailer sell. Scores of designs have been developed for familiar types of packages, but our designers and facilities can produce a rack or stand exactly suited to your need. Send the coupon for a new circular which gives full details.

UNION STEEL PRODUCTS CO.,
521 Berrien St., Albion, Mich.

UNION STEEL PRODUCTS CO., Albion, Mich.

Please send me further details about Union Display Racks.

Our product is.....

Firm Name.....

Attention of.....

Address.....

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State.....

MP 9-31

UNION Collapsible Wire
DISPLAY RACKS

Trade Literature

◆ CELLOPHANE

"SELLING THRU CELLOPHANE" is the title of a booklet recently issued by the Du Pont Cellophane Company. It is intended to give a quick picture of the physical characteristics and merchandising advantages of Cellophane, with brief suggestions as to the way these qualities may be utilized. The story of the product, how it is sold, and advice to prospective purchasers are also outlined. The booklet is illustrated with pictures showing its use on products sold over the counters of retail stores. Copies of this booklet may be obtained through the Du Pont Cellophane Company.

◆ CAPPING MACHINES

SINGLE AND SIX HEAD rotary screw cappers with automatic cap feeds are described in a leaflet recently issued by the manufacturer, PNEUMATIC SCALE CORPORATION, LTD., NORFOLK DOWNS, MASS. A list of users is included.

New Covering Papers

COLLINS BOX PAPERS. An attractive portfolio of filing size is used to contain several sample books of box papers produced by A. M. COLLINS MANUFACTURING COMPANY, 1518 Walnut Street, Philadelphia, Pa. The standard box papers include the following: Artistry, Velumets and Crystallin; the fancy box papers: Crayons, Metallics, Silhouettes, Pastel Prints, Old Spanish, Orientals and Multi Color Velumets. A price list on these numbers is also included in the portfolio.

THE CAMEO MODE LINE from the MIDDLESEX PRODUCTS COMPANY, 38 Chauncy St., Boston, has been issued in 14 unusual shades of blue, green, yellow, red, brown and purple. The colors are striking and intriguing, the design treated in the modern manner.

FOR THE HOLIDAY and gift trade, CHAS. W. WILLIAMS & Co., Inc., 303 Lafayette St., New York, have issued a new line of Lafayette Novelties, which incorporate through the use of color some dashing effects. Arousing shades of red, green and blue are effective in their plainness but most striking are the striped numbers in red, black and gold, black and gold, and red and gold. The stripes vary in size in each instance. This sample book also includes some recent numbers that have become popular. Gold and silver papers are also a part of the Lafayette line in floral and geometric motifs as well as plain in both a high lustre and dull finish.



Whiting-Patterson-Supple Co., Inc., has taken over the fancy paper business of Whiting-Patterson Co., Inc., operating from the same address, 386 Fourth Ave., New York City. L. F. Supple, for the past six years treasurer and general manager of Whiting-Patterson Co., Inc., is the president and treasurer of the new company. The new company has taken over all the franchises and will continue exactly the same policies. The organization as to personnel remains intact.

The company will concentrate on the distribution of papers particularly adapted for the paper box, greeting card and papeterie trades throughout the United States, handling all lines which have been merchandised by Whiting-Patterson Co., Inc., including the John Dickinson & Co., Ltd., line of English fancy papers.

The new organization will continue the Boston and Chicago offices; the same agents in St. Paul, Minneapolis, Denver, Seattle, Los Angeles, San Francisco and Toronto. In Philadelphia and environs, Whiting-Patterson Co., Inc., will distribute the new company's lines.

Specify
Gaylord
Liners

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CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS



STYLE

Why hope to attract her without it?



No. 43 No. 29 No. 37 No. 30 No. 57 No. 60 No. 61 No. 51

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HOLYOKE PAPER CORP.
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506-512 Race Street
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HUGHES & HOFFMAN
217 Mercer Street
New York City

*A*RE not the feminine eye and the feminine buying urge still ruled by omnipotent *Style*? Your product in a box covering that is in keeping with current style trends has twice the chance.

Our Art Department keeps this fact well in mind, and strives for designs that will appeal to feminine tastes with novelty and artistry, but especially with modishness.

May we send you full sheet samples of the coverings swatched here? They were designed especially for sheets and pillow cases, underwear, towels, handkerchiefs, cosmetics of all kinds, bath salts, soap, paper cream removers, playing cards, and a host of other uses that suggest themselves. Just use the numbers to make your request.

Papers **THE MARVELLUM CO.** Distinctive
HOLYOKE, MASS.

CHICAGO'S BRIGHTEST SPOT
THE NEW
COLLEGE INN
 "AMERICA'S MOST INTERESTING RESTAURANT"
made famous by BEN BERNIE the Old Maestro
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Firms with a reputation for spotless cleanliness in the manufacture of their products find Silverstitch especially valuable. The galvanized, corrosion-resisting finish of Silverstitch assures protection against rust marked containers at destination. It insures continuance of the manufacturers' high standard of cleanliness.

Hundreds of manufacturers of soap, food, candy, and allied lines now use Silverstitch in their own plant, and also specify "Silverstitch stitching" on all cartons ordered from box manufacturers.

We invite you to try Silverstitch without cost. Send today for a free five pound coil of the size you use. No obligation.

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General Offices: 2840 Archer Ave., Chicago, Ill.
 Branches in principal cities.

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Peerless Service

is not
measured
in
dollars

PEEPLESS service is that full measure of helpful cooperation which every Peerless customer enjoys alike, regardless of the size and scope of his business. The manufacturer who has just entered the

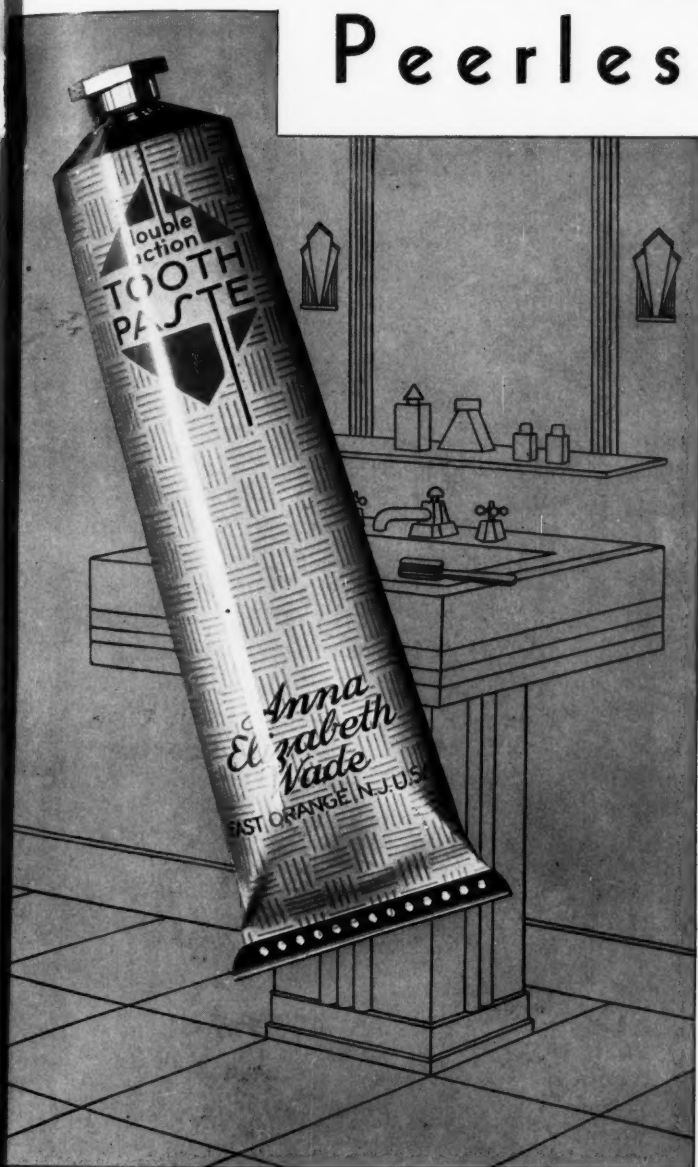
field, or whose product has small distribution, is very welcome in the Peerless family; we have given Peerless service to so many such accounts and watched them grow to national prominence in a surprisingly few years. If your product is young, you particularly need the benefit of Peerless experience and the effective work of the same highly developed automatic machines that serve the country's best known products.

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

PEERLESS TUBE COMPANY

70 LOCUST AVE.

BLOOMFIELD, N. J.



Get a **TRAINED EYE** *on your package!*

NOW is the time to prepare for better business. And now is the time to see that your package is up to your product and the times—designed to do a modern job of selling. A good looking package is a most important sales aid. Every day in the dealer's store its appearance can attract interest and sell your goods. A letter to our office will bring an experienced representative who will gladly look over your present package. He may have suggestions that will be of considerable interest to you—and in which you will recognize the possibility of greater sales.



AMERICAN CAN COMPANY

Chicago: 104 So. Michigan Ave.

New York: New York Central Building

San Francisco: 111 Sutter Street